

**THE INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL  
PROUDLY PRESENTS:**



***WINNING  
PROJECT DESCRIPTIONS***

Learn more at [iedconline.org/2020Awards](https://iedconline.org/2020Awards)



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*This was the very first year for the EDO of the year category. Winners were presented during the IEDC 2020 Virtual Conference Plenary Session.*

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# EDO of the Year Award

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*Population: less than 25,000*

| Gold Winner |



*Economic Development  
Organization of the Year*

**Kilgore Economic  
Development Corporation**  
Kilgore, TX

During the past five years, Kilgore Economic Development Corporation has closed 27 projects representing a total of more than \$150 million in new and retained capital investment and 2,800 retained and created jobs under contract. These are considerable achievements for a community that has a population of 15,000 in rural Northeast Texas and is two hours from a major metro city.

Using well-defined targets with a corporate mission to diversify has enabled Kilgore EDC to stride forward, setting itself apart with measured advances in investment and jobs, in order to draw new projects to the East Texas town and, consequently, to fuel even more growth now and in the years ahead. This reputation and effort have been recognized over the years by international and national awards for excellence in economic development.

Our longstanding leadership team has enabled Kilgore EDC to establish long term strategic planning and ensure the projects, strategies and plans are implemented successfully over time. It has established a deep-seated trust from the community, business leaders and local government. Kilgore EDC exemplifies what it means to grow, expand and enhance a community's business climate to improve the quality of life for our residents.

*Population: 25,000 - 200,000*

| Gold Winner |



*Economic Development  
Organization of the Year*

**University of the Virgin Islands  
Research and Technology Park**

Christiansted, St. Croix, U.S. Virgin Islands

The RTPark is an innovative economic development organization established in 2002 to help diversify and expand the economy of the U.S. Virgin Islands through efforts to promote the attraction, retention and growth of technology, knowledge-based and sustainable agriculture-related firms within the territory. The RTPark also works to broaden the capabilities of the University of the Virgin Islands (UVI) by providing the university with financial support and training opportunities for UVI students.

The RTPark has recently increased its team size and quality to support not only improved business development outcomes, but also the successful expansion of key programmatic elements of the organization. Newly launched programs include the USVI's first accelerator for tech startups, Accelerate VI, which has supported 14 startups thus far, and VI STEM Kids—a coding program for youth from low-moderate income homes. The RTPark also launched an online database and network that connects tech talent within the Virgin Islands diaspora with opportunities to work in the territory called VISTA+.

By continuing to involve the local community and local entrepreneurs in its programs/projects, and developing talent that cares about local economic development, the RTPark has positioned itself as a model for economic development programs in the Caribbean and beyond.



# EDO of the Year Award

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*Population: 25,000 - 200,000*

| Gold Winner |



*Economic Development  
Organization of the Year*

**Pflugerville Community  
Development Corporation**  
Pflugerville, TX

Pflugerville is a thriving, inclusive community that attracts and supports quality employers through aligned strategic investments, education, and marketing. The PCDC is a Texas Type 4B Corporation that collects a 1/2 cent sales tax off taxable goods purchased in the City of Pflugerville for the purpose of promoting economic development. The corporation was formed by the City Council following a city-wide election in August 2001 with the primary purpose to provide funding for economic development projects that create capital investment and primary jobs within the city limits of Pflugerville.

While receiving the Accredited Economic Development Organization designation is noted as PCDC's top achievement this year, it is flanked by the continued success of a recruitment program delivering the most projects in a single year in the history of the organization. The recorded 9 projects, 539 jobs with average wage of \$58,000, brought \$42MM in new Capital investment. At the close of FY19, PCDC recruited Amazon, bringing an additional 1000 jobs, 3.8MM square feet and adding \$250MM to the tax base.

The marketing program developed four testimonial videos featuring local CEOs and the workforce education program executed the first High Demand Job Training Grant in Travis County delivering \$300,000 in emergency medical training equipment to the local high school EMT certification program. The PCDC also launched a three-year strategy, CEDS 2.0, which continues to guide their community in economic development.

*Population: 25,000 - 200,000*

| Bronze Winner |



*Economic Development  
Organization of the Year*

**City of Goodyear Economic  
Development Department**  
Goodyear, AZ

Nestled in the Sierra Estrella and White Tank Mountains, Goodyear is a short drive from downtown Phoenix and is rapidly becoming the employment hub of the West Valley. Goodyear continually ranks as one of the fastest growing cities in the nation, and with only 13% of Goodyear's 191 square mile planning area currently developed, there is plenty of room for future growth. City economic development staff work to leverage Goodyear's strong aviation assets, educated workforce, and prime logistical location to attract quality employers in the aerospace and aviation, healthcare, technology, manufacturing, and retail sectors.

Goodyear has been dominating regional news headlines in recent years as a decade of insightful planning is coming to fruition. In FY19 economic development projects created 1,824 new jobs, \$1.346 B in cap ex, and 3.5 M SF of new development and FY20 kept pace with 1,647 jobs, \$734 M cap ex, and 2.98 M SF. Companies recently choosing to invest in Goodyear include Ball Corporation, Andersen Corporation, Chewy.com, Amazon, Microsoft, XPO/Boeing, Daimler, Ferrero Rocher and fair-life. Local media laud Goodyear as "the next economic development hot spot," and more exciting development like coveted spec Class A office is on the horizon.

# EDO of the Year Award

*Population: 200,000 - 500,000*

**| Silver Winners |**



**TULARE COUNTY ECONOMIC  
DEVELOPMENT CORPORATION**

*Economic Development  
Organization of the Year*  
**Tulare County Economic  
Development Corporation**  
Exeter, CA

The EDC has an operating budget of \$400,000 and a personnel budget of \$273,000. There are three (3) full time staff.



*Economic Development  
Organization of the Year*  
**Jefferson Parish Economic  
Development Commission (JEDCO)**  
Avondale, LA

Since its inception in 1987, the Jefferson Parish Economic Development Commission (JEDCO) has been instrumental in attracting global businesses, creating jobs and investment, employing creative retention tactics and providing financing options in Jefferson Parish, the second largest county in Louisiana. The organization spearheads game-changing initiatives to ensure that Jefferson Parish continues to be destination for business and a hub for innovation. JEDCO is an Accredited Economic Development Organization.

JEDCO's recent wins and projects will create thousands of jobs, new investment, and a roadmap for future successes in Jefferson Parish. Notable projects include repurposing of an iconic dormant riverfront property into a multi-modal distribution hub; redevelopment of two local shopping centers into walkable, mixed-use destinations; expansion of a major food distributor; grand opening of a new international airport terminal; attraction of an Amazon distribution center; development of

a neighborhood revitalization strategic plan to enhance housing stock and improve quality of life; launch of a comprehensive master plan for a 500-acre site that will serve as the heart of the business community; and the successful completion of a five-year economic development strategic plan. JEDCO's finance arm was the #1 Certified Development Corporation in Louisiana in 2019.



**NEW ORLEANS  
BUSINESS ALLIANCE**  
**CULTURE. EQUITY. PROSPERITY.**

*Economic Development  
Organization of the Year*  
**New Orleans Business Alliance**  
New Orleans, LA

A public-private partnership, New Orleans Business Alliance (NOLABA), a 501(c)(3) organization, is the official economic development agency for the City of New Orleans, serving as the economic development catalyst for New Orleans with a mission to unite a diverse community of stakeholders who catalyze job growth, create wealth, and build an equitable and sustainable economic future for New Orleans.

As an International Economic Development Council accredited economic development organization, NOLABA is committed not only to modeling the best practices in economic development, but also to striving to set new best practice standards. One of such standards is their commitment to embedding equity and inclusion within our approach to economic development. NOLABA has adopted an integrated business model that includes four workstreams: business attraction and retention, small business growth, talent and workforce development, and strategic neighborhood development, that enables their team to catalyze growth and seed inclusion across all aspects of the New Orleans economy. This comprehensive approach was reflected in NOLABA's response to the COVID-19 pandemic, during which their team nimbly established direct relief efforts that have provided New Orleans' small businesses and residents with \$1.5 million in direct relief to date.

# EDO of the Year Award

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*Population: more than 500,000*

| **Gold Winner** |



*Economic Development  
Organization of the Year*

**Montréal International**

Greater Montréal, Quebec, Canada

Montréal International (MI) is Greater Montréal's economic promotion agency. Its mandate is to attract direct foreign investment, international organizations, entrepreneurs, talented workers and international students to the region, as well as to promote the competitive environment of Greater Montréal.

Created in 1996, MI is a non-profit organization financed by more than 200 private partners, the Government of Canada, the Government of Québec, and the 82 municipalities that make up Greater Montréal. The aim of this partnership is to build Greater Montréal's international reputation and influence through a unified voice. MI provides support to the territory of the Metropolitan Community of Montréal (CMM), which has a population of 4.3M people.

MI offers a vast array of services that are personalized, free, and confidential and boasts a team of 80-plus professionals with specialized expertise.

*Population: more than 500,000*

| **Silver Winner** |



*Economic Development  
Organization of the Year*

**Greater Phoenix Economic Council**

Phoenix, AZ

The Greater Phoenix Economic Council (GPEC) actively works to attract and grow quality businesses and advocate for the competitiveness of Greater Phoenix. As the regional economic development organization, GPEC works with 22 member communities, Maricopa County and more than 160 private investors to accomplish its mission. FY 2020 was a record-breaking year for GPEC with the creation of 9,776 new jobs with an average high-wage salary of \$68,000+. These metrics resulted from 42 locates over the course of the year. GPEC also launched a successful campaign targeting California companies, hosted an annual event dubbed 'Greater Phoenix Fest' where we unveiled our organization rebrand with a refreshed brand identity and associated tagline. GPEC hosted 10 national site selection consultants and nine venture capitalists to participate in an ExecuT-our around the Waste Management Phoenix Open, and COVID-19 required a pivot so GPEC could stay connected to partners and stakeholders, and serve as a trusted and consistent source of information as we continue living through unprecedented times. Since March, the team has produced 17 webcasts exploring industries in Greater Phoenix impacted by the current pandemic with an average attendance of 500 attendees, and stood up numerous resources supporting small businesses through the PPP and EIDL application and forgiveness process.

# Promotional Awards

## Print Brochure

*Population: less than 25,000*

| **Gold Winner** |



### **Choctaw Nation Division of Commerce**

Department of Business & Economic Development

*2018/19 Community Profile*

### **Choctaw Nation Economic Development Partnership**

Durant, OK

Choctaw Nation of Oklahoma's tribal territory consists of 10 1/2 counties in the southeast quadrant of the state. The region is entirely rural and mostly distressed economically. CNO has created the Regional EDO at no cost to the local communities or businesses. The 2018/19 Community Profile is a marketing piece with the intent to educate community leaders of success and activities within the region and showcase the area to site consultants and corporate real estate decision makers. The business document champions communities within the region and weaves cultural interests to tell our unique story.

The entire production process is completed internally with CNO staff. The economic development team researches information, compiles all data, and sets the vision for the story. The marketing team lays out the document and creates the narrative. The print services team creates the hard copy.

*Population: 25,000 - 200,000*

| **Silver Winners** |



*Craighead Technology Park  
Development Site Guide*

### **Jonesboro Unlimited**

Jonesboro, AR

The Craighead Technology Park Development Site Guide highlights all the attributes of our shovel-ready industrial sites. This book includes a unique feature, transparent pages, that allow users to see, layer-by-layer, what the Craighead Technology Park has to offer. From infrastructure to soil types, the Craighead Technology Park Development Site Guide includes the detailed information sought by project managers and site location consultants.

Jonesboro Unlimited Jonesboro Unlimited (JU) is a private partnership organization dedicated to the advancing economic prosperity in Jonesboro and the region. Jonesboro Unlimited's progressive and pro-business approach is proven in our community's solid economic base.



*Choose Topeka*

### **GO Topeka**

Topeka, KS

GO Topeka, a Greater Topeka Partnership organization, serves as the community leader in fostering opportunities for economic growth and prosperity for Topeka and Shawnee County. Choose Topeka's talent relocation initiative offers matching incentives by partnering with employers to encourage talent to move to Topeka & Shawnee County. Choose Topeka's relocation initiative was created with the intention of investing in employees to live and work in Topeka & Shawnee County, so that we may foster an intentional community, and help promote positive population growth.

# Promotional Awards

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*Population: 200,000 - 500,000*

| **Silver Winner** |



*Rural Uses in Loudoun County*  
**Loudoun County**  
**Economic Development**  
Leesburg, VA

Loudoun County, Virginia, is home to more than 1,200 farms and hundreds of thriving rural businesses, and this growing sector led Loudoun County Government to release a series of new guides that explain how to start a rural business.

There are 18 separate rural business types defined in the Revised 1993 Loudoun County Zoning Ordinance, covering uses from equestrian facilities to overnight lodging, craft beverage production to farm markets. Through a collaborative, cross-departmental process, Loudoun County Government has created easy-to-understand documents, translating the zoning code language into layman's terms. Guides for each approved rural use are also available on [LoudounRuralBiz.org](http://LoudounRuralBiz.org).

These guides have created a more consistent understanding across departments, as well as with the constituents. Most farms support multiple businesses, each with specific, and sometimes conflicting, regulations. These rural business guides are designed to help business owners to see the big picture and plan ahead for future growth.

The website has seen nearly 1,400 visitors since launching in 2019. In the months following the rollout, Loudoun has seen fewer issues in the processing of new rural businesses' application. This is directly attributed to overall awareness of the community as well as departments having access to the complete step-by-step process.

*Population: more than 500,000*

| **Gold Winner** |



*The Greater Sacramento*  
*Talent Story*  
**Greater Sacramento**  
**Economic Council**  
Greater Sacramento, CA

The Greater Sacramento Talent Story was launched as a response to feedback in which brokers, site selectors and other business location decision makers mentioned they did not believe the data sets regarding talent in the region and wanted to see a third-party validation. Following discussions with partners at the CBRE Sacramento office, the groups joined forces and each offered their staff members to research, write, design and produce a joint research and marketing report.

The report was delivered in August 2019 in time for a public rollout event to local constituents, packing a luncheon event at full capacity of 150 attendees. The attendees heard a brief joint presentation from Danielle Casey of GSEC and Lisa Stanley of CBRE 'telling the talent' story and then concluded with a panel of local startup success story companies discussing the importance of access to talent in their decision to locate in the region. The report was emailed nationally to site selection consultants and brokers and is now a top document shared with all prospective clients. A national paid social media campaign was also executed, with direct messaging to CEOs, COO's, and CFO's in target industries around the country.



# Promotional Awards

## General Purpose Print Promotion

*Population: less than 25,000*

| Gold Winner |



*Consider It Done*

**City of Mount Pearl**

Mount Pearl, Newfoundland  
and Labrador, Canada

Mount Pearl has a strong sense of home and authenticity. They are partners. They are responsive. They're also easy to do business with. Making the lives of businesses and residents better is their number one priority. So, how does a small city like Mount Pearl stand out in a competitive landscape? They stay true to who they are. The brief was challenging, but simple. Demonstrate how the City of Mount Pearl is an engaged, 'people first' city. When you're ready to open a business, consider Mount Pearl. And we'll consider it done.

The "Consider it Done" campaign demonstrates how the City of Mount Pearl is an engaged, 'people first' city. Our key messages promote our commitment to retaining existing business and attracting new business – directly enhancing job creation, job retention, and enhancing the tax base. The campaign is focused on attracting small to medium sized businesses in the craft, retail, and technology sectors. These sectors are strategic in attracting culture, youth, young professionals, and families. The end goal is to improve the quality of life in Mount Pearl, making it a great place to live, work, play, and do business.

| Silver Winner |



*The Pick Perry Poster Campaign*

**Perry County**

**Development Corporation**

Tell City, IN

The Pick Perry Poster Campaign, a series highlighting the positive aspects of small-town life in Perry County, Indiana was developed as a result of brainstorming sessions with young professionals, several of which had recently returned to the area after living away for several years. With topics ranging from nearly non-existent commute times to majestic views of the Ohio River Valley to touting the 2018 title of Safest Place to Live in Indiana, the posters showcase Perry County through the eyes of its younger, and in some cases newest residents. Often featuring local businesses, points-of-interest and residents, the posters highlight the distinct qualities of rural-living that make it ideal for escaping the bustle of big city life or for settling down to raise a family. Rather than trying to draw attention away from our rural make-up, the series embraces the concept of small-town life with a sense of humor.

| Bronze Winner |



***The energy behind public power***

*Economic Development Flipbook*

**ElectriCities of NC**

Raleigh, NC

The Economic Development Flipbook is an easily customizable printed booklet that promotes the benefits of locating your business in public power communities (a city or town that has municipally owned electric service) in North Carolina for seven major industry sectors, including sheets for available shovel-ready development sites (Smart Sites), and biographical profiles of our economic development team members. Its innovative spine design utilizes a rubber band that is stretched around unique notched page edges to allow sections/pages to be easily swapped out with the most recent information to suit a specific audience. Standard covers with a custom die cut diamond reveal an image on the interior

# Promotional Awards

page beneath eluding to the topic(s) covered within. This mix-and-match ability provides all the information necessary in one convenient booklet and makes it possible to create customized takeaways for key contacts and serious leads — mere minutes before a critical meeting with an interested site selector or economic developer!

*Population: 25,000 - 200,000*

**| Bronze Winner |**



## WAKE FOREST

BUSINESS & INDUSTRY PARTNERSHIP

*Wake Forest Community Profile*

**Wake Forest Business  
& Industry Partnership**

Wake Forest, NC

Our Wake Forest Community Profile is an incredible source of local demographic information, focused on communicating the resources and human capital found in our community. This piece is aimed at providing a visually pleasing, easy to understand, practical information guide to businesses and entrepreneurs researching our town and its fit for their business.

*Population: 200,000 - 500,000*

**| Silver Winners |**



**Choctaw Nation  
Division of Commerce**

Department of Business & Economic Development

*Chahtapreneur Business Guide*

**Choctaw Nation Small  
Business Development**

Durant, OK

Choctaw Nation created the Small Business Development team to assist Choctaw tribal members interested in starting a small business, “Chahtapreneurs.” The Small Business team has grown to 8 members and needed a document that guided clients through the process of establishing a business. The 104-page guide details examples and photos of every step and includes: entrepreneurship characteristics, idea generation, business types, business structures, business planning, finances, marketing, legal requirements, et. al.

Once a small business advisor goes through the guide with the client, the tool is provided for future reference and guidance. The document was completed using Choctaw Nation employees. The small business team researched and compiled the instructions. The marketing team created the layout. Print services created the final product.



*CVEP Investor Package*  
**Coachella Valley  
Economic Partnership (CVEP)**  
Palm Springs, CA

Coachella Valley Economic Partnership aims to incite vision-driven transformation in the Greater Palm Springs region. Established in 1994, CVEP has emerged as a vital innovator of regional business development initiatives by fostering entrepreneurship and diversifying industry. As the only regional entity with the capacity to execute technology-led economic development, the partnership promotes a diversified, year-round economy by facilitating programs that stimulate job creation in key industries through business attraction, retention and expansion.

The CVEP Investor Package is a high-quality, mail-ready print piece. A 16-page booklet resides inside of a folder embossed with tactile detail. The piece is targeted to executives and business owners from Greater Palm Springs and surrounding areas whose companies have funding available for economic development. Ultimately, the piece’s purpose is to aid in at-

# Promotional Awards

tracting economic development funding from new or dormant prospects.

## | Bronze Winner |



**IRVING-LAS COLINAS**  
CHAMBER OF COMMERCE

*Small Business Marketing Series*  
**Greater Irving-Las Colinas  
Chamber of Commerce**  
Irving, TX

To bolster the Irving Economic Development Partnership's (Partnership) minority and women-owned business (MWB) efforts and highlight local success stories from our member-investor base, we developed and placed a series of small business owner profiles in a national magazine and online publication called *Where Women Work*. The quarterly magazine serves to inspire women business owners and those who aspire to become entrepreneurs in all fields and professions.

The four-piece series was a partnership opportunity with Women's Leadership LIVE. This business leadership development organization, headquartered in Irving, has a growing national audience, outreach and influence. The articles provided us a dual promotional and marketing opportunity to highlight our community, our successful women entrepreneurs, and the programs that we provide to support new business owners.

*Population: more than 500,000*

## | Gold Winner |

**INVEST**  
**BUFFALO NIAGARA**

Come grow your  
business with us.

*Industry Collateral Series*  
**Invest Buffalo Niagara**  
Buffalo, NY

The Advanced Manufacturing and Advanced Business Services collateral series includes a general brochure, a lead generation industry guide, and sub-sector fact sheets for each based on an extensive target industry study

for the Buffalo Niagara region. The marketing collateral provides external companies with specific information that uniquely showcases Buffalo Niagara as a great place for them to grow their business. Creating multi-page lead generation guides has extended our informational content for proactively marketing through email workflows and lead capture forms. With succinct stats, charts, and written information, our fact sheets further make the case for Buffalo Niagara's strengths and benefits for each sub-industry. By identifying and breaking out information most valuable to individual industries, Invest Buffalo Niagara is proactively working to grow job creation and investment in the Buffalo Niagara regions as it has done so for twenty years.

## Multimedia/Video Promotion

*Population: less than 25,000*

## | Gold Winner |



**CITY OF**  
**Mount Pearl**

*Welcome To Mount Pearl*  
**City of Mount Pearl**  
Mount Pearl, Newfoundland  
and Labrador, Canada

Economic Development & Business Attraction is a highly competitive category. Cities, provinces, states, and countries spend millions competing to attract businesses and investments. Imagine, then, being a tiny unknown city (Mount Pearl) in an unknown place (Newfoundland). No iconic landmarks. No CN Tower. No Silicon Valley. No clear point of differentiation. The challenge? Put Mount Pearl on the map. We created an unignorable rap video that tells the Mount Pearl story in an irresistibly funny, but honest way. It demonstrates Mount Pearl as a small and progressive city, but different in big ways. It is driven by humanity, not bureaucracy. It has a sense of humour rather than self-importance. It's a welcoming city with a deep sense of home. It wears its heart on its sleeve. Demonstrating the City in this fun, engaging way builds



# Promotional Awards

brand awareness and embraces our quality of life, which ultimately promotes the City as a great place to live or work in.

## | Silver Winner |



*"We Live It, You'll Love It" WLIYLI*  
**Economic Development  
Corporation of North Simcoe**  
Midland, Ontario, Canada

The project supported job creation and job retention by providing viewers of the series to opportunity to learn about the business and thus increase sales. Tax base enhancements will occur to the municipalities by the expansion of the business. The overall quality of life is improved by the business community acknowledging the other businesses who are enjoying the overall quality of life.

## | Bronze Winner |



*Anna Business Park Video*  
**Anna Economic  
Development Corporation**  
Anna, TX

The Anna Business Park video was created to showcase the 85-acre Anna Business Park property for sale by the Anna EDC as well as highlight the business and development friendly political climate within the City of Anna. The Anna Business Park site was not previously marketed and therefore many commercial real estate professionals did not know of its existence. The City of Anna has been considered a hidden gem in Collin County, despite being one of the top ten fastest-growing cities in the North Texas region. The Anna

Business Park video was released at the North Texas Commercial Association of Relators Expo. The video was shown as part of the Anna EDC's prominent booth at the expo so City Council Members, EDC Board Members, and EDC staff could discuss the Business Park property as well as other opportunities available in the City of Anna.

*Population: 25,000 - 200,000*

## | Gold Winner |



**BRAZOS VALLEY  
ECONOMIC DEVELOPMENT  
CORPORATION**

*Brazos Valley Advantages*  
**Brazos Valley Economic  
Development Corporation**  
Bryan, TX

The Brazos Valley Economic Development Corporation (BVEDC) serves Brazos County, Texas - home to the Cities of College Station and Bryan, along with Texas A&M University. In 2019, the BVEDC partnered with an award-winning, full-scale film production operation based in our community, Texas FilmWorks to create a trio of videos that spotlight advantages of launching, growing and locating a business locally. The videos, each about three minutes long, have different subjects: our location, talent/workforce and quality of place. Our business development team incorporates the features into their presentations to companies and site selectors, providing an additional "wow" factor to already compelling arguments to do business in the Brazos Valley. The videos also live in various sections of our website and are pushed routinely on our social media platforms. In recent years, the BVEDC decided to increase its usage of video to better underscore the advantages of doing business in the Brazos Valley. While our team is proactive in pursuing companies to come to "The Hub of the Texas Triangle," we know those companies and site selectors are doing significant and detailed research online. These high-end, front-facing videos on our website and social media platforms puts the Brazos Valley's best foot forward.

# Promotional Awards

## | Silver Winner |



*This is Calgary*  
**Calgary Economic Development**  
Calgary, Alberta, Canada

'This is Calgary', also known as the Calgary Anthem video, is a rally cry for the city to recognize Calgary's potential as the leading destination for the world's best entrepreneurs who want to solve global challenges through technology. As the primary video asset of the Live Tech. Love Life. campaign, 'This is Calgary' is the overarching inspirational message behind it – the video expression of the creative platform, which is that Calgary is the only place where you can truly live tech and love life. 'This is Calgary' is a creative, engaging and emotive video that resonates with Calgarians and binds them together with a common sense of pride in their city. It also accurately portrays the opportunities and diversity in Calgary for those already here, or those considering a move for their career and business.

## | Bronze Winner |



*Pflugerville Anthem*  
**Pflugerville Community  
Development Corporation**  
Pflugerville, TX

Pflugerville Community Development Corporation is a Type 4B corporation located in Pflugerville, Texas just 20 minutes northeast of Austin. We provide marketing support, incentive grants, and funding for infrastructure projects that bring capital investment and primary jobs to the City of Pflugerville. In the Pflugerville anthem video, we sought to create a lasting, informational, and engaging video to market our community to real-

tors, and site selectors, businesses, regional partners, and future prospects. In the video, we highlight community assets and help our audience learn what it is like to expand or relocate their business to Pflugerville with the assistance offered by PCDC. The video notes our labor shed, and the numerous businesses that have located in Pflugerville and the investment they have made in our community. We also point out the fast-track process in the City, location assets of Pflugerville, and the benefits of a strong and talented workforce.

*Population: 200,000 - 500,000*

## | Gold Winner |



*Loudoun Is Ready*  
**Loudoun County  
Economic Development**  
Ashburn, VA

The three largest organizations that support Loudoun County's business community – Loudoun Economic Development, Visit Loudoun and the Loudoun Chamber of Commerce – launched the "Loudoun Is Ready" campaign to prepare local businesses and consumers to reopen safely as COVID-19 restrictions are lifted.

Companies in Loudoun are encouraged to take a pledge that they will meet the latest health and safety guidelines outlined by the Virginia Department of Health and Centers for Disease Prevention and Control. Nearly 600 businesses have signed the pledge, from restaurants, farms and craft beverage providers to offices, gyms, hotels and any other business that serves residents and visitors.

Participating companies receive no-cost marketing exposure on the "Loudoun Is Ready" website and social media campaign, as well as banners, window stickers, and floor markers that signal their commitment to customer well-being.

# Promotional Awards

## | Silver Winner |



*Economic Development Reimagined*  
**New Orleans Business Alliance**  
New Orleans, LA

On June 27, 2019, the New Orleans Business Alliance distributed a video, in conjunction with their Annual Meeting, highlighting their four workstreams and the importance of inclusive economic development. The theme for this video was "Economic Development Reimagined." The video shares firsthand testimonials from members of our community who have been impacted by our work including: a small business owner who has experienced company growth; local tech employees who have moved back home to New Orleans for career opportunities; a resident who has found a renewed career path after experiencing barriers to employment; a local musician whose career is blossoming; and other EDO partners speaking to the power of partnership with our organization. Our CEO, Quentin L. Messer, Jr., CEcD walks you through our four workstreams with supporting stories from this diverse cast of New Orleanians. It also highlights the longer term potential impact of this inclusive approach to economic development, painting a picture of what's possible when economic development is, in fact, reimagined.

## | Bronze Winners |



*Data Talks*  
**Office of Economic Vitality**  
Tallahassee, FL

Data Talks is a series of recorded economic data discussions that provide an inside look into Tallahassee-Leon County's economic trends using the robust data metrics that

the Office of Economic Vitality Research and Analytics Division tracks. Data Talks improves the quality of life by informing the Tallahassee-Leon County community of economic trends while making the information accessible, entertaining and easy to understand.



**CHEROKEE** | **ECONOMIC**  
**OFFICE OF** | **DEVELOPMENT**

*Cherokee Office of Economic  
Development Marketing Video -  
"Why We Do What We Do"*  
**Cherokee Office of  
Economic Development**  
Woodstock, GA

The Cherokee Office of Economic Development (COED) partnered with strategic film agency Half Machine to tell our story through an artistic lens. The short 3-minute video uniquely captures COED's "why" through the eyes of Cherokee's business leaders. This holistic, people-centered approach touches on all layers of economic development and inspires a deep sense of community pride.

Cherokee's pioneering spirit, remarkable progress, and unstoppable momentum can easily be felt throughout the gentle crescendo of music that drives the video's narrative forward. From the swell of the strings to the rushing energy of the piano, the excitement is palpable. That same energy and quest for innovation are why more and more businesses are choosing to make Cherokee home, which further enhances our tax base and encourages continued economic investment.

*Population: more than 500,000*

## | Gold Winners |



# Promotional Awards

*JAXUSA “Make Your Way”*

*Brand Video*

**JAXUSA Partnership**

Jacksonville, FL

The 2 ½ minute JAXUSA “Make Your Way” brand video gives an overview of the business, employment and livable landscape available in the Jacksonville region. The video complements the region’s branding identity as the “water life capital of America” with an original poem by a local artist that covers all target industries and attributes of what makes the Jacksonville region attractive for business expansion and one of the fastest growing in the country. Through the words of the poet, the audience understands our low cost of living, benefits to doing business, exceptional education, infrastructure, quality of life, etc., compelling them to want to have a connection to our community and learn more.

JAXUSA Partnership is the regional economic development organization for Jacksonville and the seven counties of Northeast Florida.

**INVEST**  
**BUFFALO NIAGARA**

*Come grow your  
business with us.*

*Be in Buffalo Talent Campaign*

**Invest Buffalo Niagara**

Buffalo, NY

Buffalo Niagara is home to dozens of colleges and universities producing 28,000 new degree earners each year. But, like any metro area, we aren’t without challenges. Despite the promising outlook, our regional economy is expanding and new jobs are being added at a clip that outpaces Buffalo’s pool of active jobseekers. Fortunately, in every challenge lies opportunity. Invest Buffalo Niagara (InBN), the region’s nonprofit economic development organization, met that challenge and opportunity with a solution. InBN launched a talent attraction initiative to showcase all the extraordinary ways there are to Be in Buffalo. The initiative’s brand is supported by a dynamic website, video, and relocation guide. InBN is advancing economic development in Buffalo Niagara by way of talent attraction, a key element and growing need in many expansion and relocation projects. At its core, the initiative is all about marketing and branding our city and region as an exciting place where people want to live and where there is opportunity for them to work.

| **Silver Winner** |



*Intersection of Possibilities*

*Global Launch Video*

**Sanders Wingo Advertising**

El Paso, TX

Our region was undergoing a major economic renaissance, but few people outside the region knew about it. Much of what was known was outdated or mired in bad press that overshadowed the truth about life and business here.

We needed to put ourselves on the map and take back the narrative.

The Intersection of Possibilities video was created as a branding element of a new regional economic development initiative with city, county and regional support for the region encompassing El Paso, Southern New Mexico and Juárez. The initiative provides resources to amplify and market our brand and creates a compelling storytelling engine.

By capturing the stories of growth, chronicling the beauty of our lifestyle and the power of our workforce, we are better situated to attract investment and new talent to the region and inspire existing talent to stay.

Project goals:

Launch the brand “Intersection of Possibilities”

Help dispel myths about the border region and demonstrate the economic and logistical opportunities, talent, vibrancy and culture of the region

Raise visibility in the economic development marketplace

A full service ad agency headquartered in El Paso and Austin, Sanders\Wingo is the strategic and creative force behind the video and initiative.



# Promotional Awards

| Bronze Winner |



*Tech Parks Arizona 25yr  
Future Focused Video*  
**Tech Parks Arizona**  
Tucson, AZ

As part of the 25year anniversary campaign, Tech Park Arizona developed a video to show the significance of how a supportive business environment builds a thriving economy. People from the park, representing university, innovation, and global impact bring the story to life.

Using first-class video production, this video brings the technology playground directly to the audience and makes you want to be part of this energetic campus.

We branded the video with our 25-year campaign by carrying the future-forward theme into the storyline and design of the video. The video uses voices representing innovation, university, and global players and the value they receive from locating at Tech Parks Arizona. The video shows how Tech Parks Arizona is a facilitator between corporations and university, supporting innovation through all stages of development – from concept to market, and providing the “place” where business thrives. We captured the essence of Park on video so that viewers feel the energy and “power of place” which ultimately inspires them to move their business here.

The video provides real-life testimonials which serves as incredible endorsements. This is exactly the tool that was needed to raise awareness and help close deals for businesses making the decision to relocate or expand operations. The video has been used for business attraction purposes, securing investment, and showcasing the power of the university as well as informing policymakers how economic drivers like this employment center multiply jobs in the region.

## Annual Report

*Population: less than 25,000*

| Silver Winner |



*Pottawatomie County Economic Development Corporation Annual Report*  
**Pottawatomie County Economic Development Corporation**  
Wamego, KS

The project is the 2019 Annual Report of the Pottawatomie County (KS) Economic Development Corporation. The report is written annually to highlight the accomplishments of the Corporation referred to as PCEDC. This report was the fifth annual report focused on a 5-year strategic implementation plan. It incorporates more data than previous reports and highlights successes over the last five as well as 2019.

| Bronze Winner |



*Tomball Economic Development Corporation 2018-19 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 within City of Tomball.

The Board of Directors and staff are committed to developing innovative programs and working with community partners to positively impact the economic well-being of the Tomball community. The TEDC focuses on attracting new business & industry, promoting

# Promotional Awards

business retention and expansion, and co-ordinating economic development efforts in Tomball, the region, and the state.

The 2019 Annual Report is a comprehensive account of the Corporation's efforts in fulfilling the goals outlined in the Strategic Work Plan. The report provides an overview of the TEDC's initiatives, achievements, and performance and conveys the value and impact of economic development activity in the community.

The report is a valuable outreach and marketing tool that highlights the resources and assistance offered by the TEDC. The report is available on the TEDC website, it is distributed at all major TEDC functions, direct mailed to existing and prospective clients, used during prospect meetings, and displayed in numerous businesses in Tomball.

*Population: 25,000 - 200,000*

| **Gold Winner** |



**CAPITALIZE ALBANY**  
CORPORATION

*Building For Tomorrow*  
*2019 Annual Report*

**Capitalize Albany Corporation**  
Albany, NY

Capitalize Albany Corporation's annual report 'Building For Tomorrow' tells an exciting story, presenting stakeholders in the City of Albany with a look at a year of new investment and opportunities on the horizon for business and economic growth in New York's capital city. A non-profit, Capitalize Albany Corporation is the City of Albany's economic development agency responsible for all economic development functions of the City of Albany. The Corporation's printed and digitally available annual report supports the Corporation in managing and building new relationships with its publics, while serving as a tremendous resource that supports business attraction and retention, commercial real estate development and strategic economic development initiatives in the City of Albany.

| **Silver Winner** |



*This Is Lynchburg -*  
*Office of Economic Development & Tourism FY2019 Annual Report*  
**City of Lynchburg Economic Development & Tourism**  
Lynchburg, VA

"This is Lynchburg," the 2019 annual report for the City of Lynchburg's Office of Economic Development & Tourism reports the City's latest economic statistics and the results of business investment programs and tourism and economic development marketing. Beyond the statistics, "This is Lynchburg" tells the stories of Lynchburg's bright future. Each year we use the annual report to tell stories that stakeholders, citizens and the business community may not see or realize every day. "This is Lynchburg" organizes information around the City's economic development and tourism strategic plan, Blueprint for Opportunity, making sure data is connected to the identified goals to move the City forward and help it thrive. The Annual Report lays out those major goals and strategies - connected to stories and statistics - to cast a future vision. Designed to be informative and engaging, the report links data to stories that speak to the City's vibrancy.

| **Bronze Winners** |



*2019 Economic Development*  
*Annual Report*  
**City of Hamilton, Ohio**  
Hamilton, OH

The Economic Development Annual Report (EDAR), published every spring, summarizes the City of Hamilton's economic develop-

# Promotional Awards

ment projects from the previous year, shares data about the city's progress, and provides context for ongoing projects. The City shares this report widely with Hamilton residents, businesses, non-profits, prospects, and other community stakeholders to ensure that the information is easily available and to encourage the community to celebrate the previous year's achievements together.

EDARs are a critical component of Hamilton's overall communication strategy. Prior to 2012, the City had no official PR strategy, but through initiatives such as annual publications, the community is able to stay much more informed of projects. This allows members of the community to make better decisions and plan for the projects that will have an impact on them. By highlighting the exciting projects and investments being undertaken by a variety of companies, the document serves as a powerful marketing tool for prospective businesses, investors, and developers. Finally, it is a guide for both visitors and residents to find out where they can shop, dine, and get involved.



*City of Manassas Economic  
Development 2019 Annual Report*  
**City of Manassas Department  
of Economic Development**  
Manassas, VA

The 2019 Annual Report highlights the Department of Economic Development's achievements for the year including major projects, notable business expansions/relocations and trends in the commercial market. It serves not only as a reporting tool but as an opportunity showcase the City as a thriving community in which to do business. Of course this document in and of itself does not create or retain jobs, tax base enhancement or necessarily improve overall quality of life rather, it tells the story of how we are doing as an organization to address those factors. It also serves as an attraction tool for prospects which indirectly may create jobs and expand the tax base.



*SEDC Annual Report*  
**City of Schertz Economic  
Development Corporation**  
Schertz, TX

The City of Schertz Economic Development Corporation (SEDC) assists business/industry in locating, developing, and expanding within the Schertz community. Our Annual Report covers the SEDC's fiscal year and includes details on: recruitment and retention efforts; data covering city demographics and the business community; summaries of active Projects; an overview of development in Schertz; and the SEDC's annual financial summary. Our Annual Report provides the opportunity to reflect on Schertz' economic development successes and celebrate our business community's progress.

*Population: 200,000 - 500,000*

**| Gold Winner |**



**CHEROKEE** | **ECONOMIC**  
**OFFICE OF** | **DEVELOPMENT**

*2019 Cherokee Office of Economic Development Annual Report*  
**Cherokee Office of  
Economic Development**  
Woodstock, GA

The annual report began as an effort to formally measure efforts with data while celebrating successes. In 2007, the Cherokee Office of Economic Development (COED) created the year in review/annual report to track progress across all of COED's strategic goals and initiatives. Developed in partnership with local marketing/graphic design studio MOJO Productions, this beautifully designed booklet serves as a marketing tool to raise awareness of economic development among prospects and the local community while highlighting

# Promotional Awards

COED's annual accomplishments.

If COED is successful in messaging, the annual report is a powerful recruitment tool that helps diversify our tax digest, create jobs, and generate future investment.

## | Silver Winner |



*2019 Annual Impact Report*  
**New Orleans Business Alliance**  
New Orleans, LA

The 2019 Annual Report represented a compelling piece of marketing collateral that both told the story of NOLABA's impact while also making the case for reimagining economic development to include a lens of equity and inclusion. Through storytelling and data visualization, the work and efforts of our team were captured and presented as a comprehensive account of the value our organization presents to the city and people of New Orleans. The 66-page piece made the case for economic development as an industry and as a critical piece of foundation required to create pathways to prosperity for all New Orleanians. It outlined not only NOLABA's activities and impact, but also provided critical insight into the economic growth and industry diversification occurring within Orleans Parish.

The Annual Report was distributed at the New Orleans Business Alliance Annual Meeting, an annual luncheon that convenes our community's leaders from across the public and private sector. This event took place on June 27, 2019 at the Hyatt Regency in New Orleans. The Annual Report and Annual Meeting were also the first places NOLABA's new brand identity was revealed to the general public, introducing a new aesthetic and tagline.

## | Bronze Winner |



*"Momentum in the Heart of Texas  
Innovation Corridor" GSMP 2019  
Annual Report*

**Greater San Marcos Partnership**  
San Marcos, TX

The Greater San Marcos Partnership 2019 Annual Report is GSMP's public report card for the community and its stakeholders. It provides detailed information on the extensive activities and accomplishments performed by GSMP during fiscal year 2019. The annual report highlights GSMP economic impact, financials, job growth, talent, awareness, and our regional partners. Ultimately the annual report is intended to reinforce confidence in the GSMP investors and regional stakeholders to continue their collaboration and financial support of GSMP. In FY2019, support from the Greater San Marcos investors and stakeholders translated into:

- Nearly 100 million national media impressions through public relations efforts.
- Increased efforts to partner with local workforce training providers at all levels of the workforce pipeline to ensure we are taking the steps necessary to prepare our future workforce.
- Improved and enhanced Business Retention and Expansion (BRE) program. Several companies were assisted - adding or retaining 130 jobs.
- The announcement of 658 new jobs and nearly \$161 million in capital investment in FY19, alone.
- 65 RFI responses - representing 20,000 jobs and \$5.1 billion in capital investment.



# Promotional Awards

*Population: more than 500,000*

**| Gold Winner |**



*Invest Atlanta 2019 Annual Report*

**Invest Atlanta**

Atlanta, GA

As the official economic development authority for the City of Atlanta, Invest Atlanta has a mission to grow a strong economy, build vibrant communities and increase economic prosperity for all Atlantans.

Invest Atlanta is one of the few city development authorities in the nation that invests in both economic and community development. We focus not only on business attraction, retention and expansion, but also startups, small businesses, innovation and entrepreneurship. And our robust community development programs promote homeownership, the development of affordable and workforce housing and neighborhood revitalization.

Each year, the Invest Atlanta Annual Report team seeks to shine a light on the many programs, initiatives and success stories that best represent our efforts to foster public-private partnerships and move our mission forward. This year our Annual Report theme, All Atlanta, focused on how our programs and partnerships accelerate economic growth and mobility, which are keys to remaining a global, competitive city that has living-wage jobs, affordable housing and resources to help people rise out of intergenerational poverty.

**| Silver Winner |**



*Lehigh Valley Economic Development*

*2019 Annual Report*

**Lehigh Valley Economic  
Development Corporation**

Bethlehem, PA

Lehigh Valley Economic Development Corporation is a non-profit, public-private organization that markets the economic assets of Lehigh and Northampton counties in eastern Pennsylvania, and creates partnerships that lead to the recruitment, growth, and retention of employers. The 2019 Annual Report offers a thorough review -- in words, images, and data -- of the many ways LVEDC has fulfilled its mission to the community. The report provided a backdrop to LVEDC's 25th anniversary celebration, and the launch of the Made Possible in Lehigh Valley talent-attraction initiative. The report illustrated the quarter-century transformation of Lehigh Valley from a region dependent on heavy manufacturing to a diversified economy with multiple strengths and exceptional underlying fundamentals that have positioned the region for further growth and long-term success. The report is a go-to source of information for corporate executives, site selectors and location advisors, human resource and talent acquisition professionals, and key in-market stakeholders in business, education, and local government.

**| Bronze Winner |**



*Toronto Global Annual Report 2018/2019:*

*This is BIG.*

*This is Toronto Region.*

**Toronto Global**

Toronto Region, Ontario, Canada

Toronto Global is a not-for-profit investment attraction agency that supports the expansion of foreign-owned businesses to the Toronto Region. Representing the Cities of Toronto, Mississauga and Brampton, as well as the Regions of Durham, Halton and York, Toronto Global works with the governments of Ontar-

# Promotional Awards

io and Canada and our municipal partners to offer complimentary and customized services to growing international companies. Toronto to Global actively promotes the competitive advantages of the Toronto Region as an ideal location for corporate expansion.

Toronto Global's annual report acts both as an account of the organization's activity and metrics for the year to our regional, provincial and federal stakeholders and as a marketing piece for potential clients, investors and the local business community. The 2018/2019 annual report titled, "This is BIG. This is Toronto Region.," features big achievements, rankings, milestones and results for both the Toronto Region and Toronto Global. This annual report celebrates the significant number of investments, jobs and capital expenditure that Toronto Global brought to the Toronto Region for the year, strengthening the regional economy, contributing to GDP and creating jobs for the skilled talent pool living throughout the region.

## **Paid Advertising Campaign**

*Population: less than 25,000*

**| Silver Winner |**



*Consider it Done*  
**City of Mount Pearl**  
Mount Pearl, Newfoundland  
and Labrador, Canada

Mount Pearl has a strong sense of home and authenticity. They are partners. They are responsive. They're also easy to do business with. Making the lives of businesses and residents better is their number one priority. So, how does a small city like Mount Pearl stand out in a competitive landscape? They stay true to who they are. The brief was challenging, but simple. Demonstrate how the City of Mount Pearl is an engaged, 'people first' city. When you're ready to open a business, consider Mount Pearl. And we'll consider it done.

The "Consider it Done" campaign demonstrates how the City of Mount Pearl is an engaged, 'people first' city. Our key messages promote our commitment to retaining existing business and attracting new business - directly enhancing job creation, job retention, and enhancing the tax base. The campaign is focused on attracting small to medium sized businesses in the craft, retail, and technology sectors. These sectors are strategic in attracting culture, youth, young professionals, and families. The end goal is to improve the quality of life in Mount Pearl, making it a great place to live, work, play, and do business.

*Population: 25,000 - 200,000*

**| Silver Winner |**



*Pflugerville Community Profile Project*  
**Pflugerville Community  
Development Corporation**  
Pflugerville, TX

Pflugerville Community Development Corporation (PCDC) is a Type B corporation in Texas that provides economic development marketing and funding of projects that advance capital investment and job creation. Our city name "Pflugerville" offers a unique marketing opportunity through the creative use of "PF" in words that normally are spelled with "F" and provides a quirky, fun way to keep the city at the forefront of anyone's mind. Our first two-page paid profile was "Pfab Pfour" which sent strong message to C-Suite executives and site selectors that our community is invested in diversity and provides equal opportunities for women in leadership. All four - the Police Chief, City Manager, Chamber President and Economic Development CEO - were women, something unequaled in any other city in the state of Texas.

The goal of "Building the PFuture" was to have a new company tell the story of their relocation and expansion in Pflugerville - and to detail why they moved here and why they will stay. It touches on all the attributes of the community and sells Pflugerville through

# Promotional Awards

actual personal experience rather than us advertising the same attributes in static advertisement.

*Population: 200,000 - 500,000*

**| Silver Winner |**



*SBA 504 Campaign*  
**Jefferson Parish Economic  
Development Commission (JEDCO)**  
Avondale, LA

The Jefferson Parish Economic Development Commission (JEDCO) is one of the few economic development organizations in Louisiana that offers a small business financing arm to support economic activity. As a Certified Economic Development Corporation (CDC), JEDCO is able to administer SBA 504 loans in partnership with conventional financial institutions. When used in coordination with economic development efforts, the SBA 504 Loan Program has far-reaching impacts on job growth and investment in the community.

JEDCO's SBA 504 paid advertising campaign raised awareness about the benefits of this program and the organization's ability to lend SBA 504 dollars. The marketing approach included traditional platforms, such as print and radio, as well as digital and outdoor platforms. Since the launch of the campaign, JEDCO has increased lending by 300% as compared to the previous lending period and the organization saw a 61% increase in traffic to JEDCO's financing webpage. From 2018-2020, JEDCO approved 39 SBA 504 loans. Total project costs were greater than \$76 million. The JEDCO Development Corporation became the #1 CDC in Louisiana in 2019.

*Population: more than 500,000*

**| Gold Winner |**



*Live Tech. Love Life.*

**Calgary Economic Development**  
Calgary, Alberta, Canada

Live Tech. Love Life. is our flagship talent attraction advertising campaign aimed at positioning Calgary as the only place where you can truly live tech and love life: do meaningful, industry-disrupting work and enjoy an unparalleled quality of life. This talent attraction campaign was created to change perceptions of the city, in turn making outside talent more willing to relocate to Calgary. There are over 2,000 open tech positions in our city and multiple companies have voiced the need to bring more tech talent to Calgary so that these tech companies can continue to grow. The creative strategy, pairing clever copy with captivating imagery, and paralleling technology with lifestyle, showcases Calgary as a city with a growing tech ecosystem that is also a great place to live. Live Tech, Love Life is a unique and smart campaign that challenges previous perceptions of Calgary. There's a lot more happening in Calgary than one might think, with the city being the only place in Canada to truly live tech and love life.

**| Silver Winner |**



*Delaware - We're Bigger  
Because of our Size*

**Delaware Prosperity Partnership**  
Wilmington, DE

Delaware Prosperity Partnership (DPP) leads Delaware's economic development efforts to attract, grow and retain businesses collaborating with partners throughout the state. The new comprehensive marketing plan we created included owned, earned and paid media components. Working with a very conservative budget, the DPP marketing team and Shiny, a Delaware agency with extensive business-to-business experience used eye-catching color, non-traditional photography and arresting headlines to create the "Delaware - We're Bigger Because of Our Size" campaign. We set out to address perceptions about our size head on because as businesses

# Promotional Awards

who choose Delaware know – size is one of Delaware’s most attractive advantages. We created a series of ads focusing on access to leaders, career opportunities, livability, and innovation. The ad series focuses on specific aspects of Delaware’s value proposition and creatively shows that Delaware’s small size is a distinctive part of its value proposition.

## Magazine and Newsletter

*Population: less than 25,000*

| Gold Winner |



*The energy behind public power*

*Developments newsletter*

**ElectriCities of NC**

Raleigh, NC

Developments is the Economic Development newsletter produced quarterly by ElectriCities of North Carolina, Inc. This print publication underwent a major design overhaul in 2019 to better align with company brand standards and showcase the economic development benefits of locating in a public power community (a city or town that has municipally owned electric service) in North Carolina. This six-page, 25.5 by 11 inch flat, folded to 8.5x11 newsletter is mailed to a carefully curated list of economic developers, site selectors, and business contacts internationally. Each issue highlights economic development success stories from across North Carolina, including available properties and shell buildings for development, a profile of an economic developer located in a public power community in North Carolina, and reports on the latest retail trends.

| Silver Winner |



*Partnership for Economic Advancement*

*Where the World Meets the Heartland*

**ElevateEdgerton!**

Edgerton, KS

ElevateEdgerton! is a public-private economic development organization serving the community of Edgerton, KS which includes Logistics Park Kansas City.

This project is a B2B marketing publication telling the success stories of the companies who have chosen to taken advantage of the significant transportation savings available by co-locating with BNSF at Logistics Park Kansas City. It allows potential prospects to learn first hand from the other tenants the many advantages that Edgerton, KS has to offer.

*Population: 25,000 - 200,000*

| Gold Winner |



*The Pasadena Pulse E-Newsletter*

**Pasadena Economic**

**Development Corporation**

Pasadena, TX

The Pasadena Pulse E-Newsletter was created as a part of our community branding initiative. It includes information on projects, investments, and other relevant Economic Development news. The project has aided in educating constituents and the business community on the importance of Economic Development. Additionally, It has also generated awareness around major projects, infrastructure improvements, and tools that may be used to learn more about the community overall and to showcase the benefits of living and working in Pasadena, Texas.

| Silver Winner |



# Promotional Awards

*Peachtree Corners Business News*

**City of Peachtree Corners**

Peachtree Corners, GA

The city of Peachtree Corners started a monthly business newsletter in April 2020 during the COVID-19 crisis to establish 2-way communication with the business community. The publication is in its fifth month and has already increased communication between the business community and the city. It is sent via email to approximately 4,000 business people in the city. People have taken the opportunity to ask questions about a variety of topics from alcohol licenses to special events at the Town Center.

The newsletter highlights job growth, company expansions, and new businesses coming to town. In his column, the mayor speaks directly to the businesses, providing data, and some reassurance that the local governments are working to assist them.

**| Bronze Winner |**



*Powering Tomorrow Email Newsletter*

**Alliant Energy**

Madison, WI

Alliant Energy is a electric and natural gas provider serving customers in Iowa and Wisconsin. We recently redesigned our bi-monthly email newsletter to help improve engagement with site location consultants. The new format was a huge success and has helped drive significant traffic to our website.

*Population: 200,000 - 500,000*

**| Gold Winner |**



*Think Dutchess Magazine*

**Think Dutchess Alliance for Business**

Poughkeepsie, NY

The Think Dutchess Magazine is a high quality magazine-style publication designed to provide residents and prospects an in depth look at Dutchess County. The publication covers everything from key demographics and business success stories, to quality of life and emerging opportunities.

The print publication serves many functions for our organization internally such as collateral for broker outreach and media tours. Additionally, the magazine has become a tool for talent attraction and recruitment as large corporations, commercial, and residential real estate brokers utilize copies to share information with potential clients/residents.

*Population: more than 500,000*

**| Silver Winners |**



*The Borderplex Brief*

**The Borderplex Alliance**

El Paso, TX

The Borderplex Brief - A must read briefing on trends shaping markets, critical industries, special events, plus the latest from The Borderplex Alliance.

The Borderplex Alliance is an award-winning economic development and policy advocacy organization. We are independent, non-partisan, and private sector-led. Our mission is to bring jobs, hope, and opportunity to the Borderplex region.



# Promotional Awards



THE UNIVERSITY OF ARIZONA  
**TECH PARKS  
ARIZONA**

*Tech Parks Arizona 25yr  
Special Section in BizTucson*

**Tech Parks Arizona**  
Tucson, AZ

Tech Parks has a proven track record of economic impacts to the tune of \$2 billion annually. With 40+ companies employing 6,000 people, this employment hub, last reported \$51.5 million in tax revenues. Building on that success, it's a new year at Tech Parks AZ. A nationwide search yielded an int'l research pioneer to take the reins and she has evolved it to the next level of success. Tech Parks Arizona is utilizing the assets and research strengths of the UArizona to be an innovation catalyst and driver for economic development. The new CEO of Tech Parks was hired at a pivotal time, new UArizona leadership identified a strategic plan, highlighted innovation and impact as a priority and called on Tech Parks to lead the way. Our leadership is laser focused on university-based economic development through the recruitment of new businesses, customized business support, facilitating university connections, and supporting innovation through all stages of development. Success breeds success. That's why we told the "25 yrs of success with a focus on the future" story to recruit more businesses & help startups scale thus creating more jobs and greater impact. As an outgrowth of our success, two new campus are in development, increasing capacity for tech companies and new university-industry collaborations.

## Special Event

*Population: less than 25,000*

| **Bronze Winners** |



*Tomball Economic Development  
Corporation STEAM Event*  
**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 within City of Tomball.

The Board of Directors and staff are committed to developing innovative programs and working with community partners to positively impact the economic well-being of the Tomball community. The TEDC focuses on attracting new business & industry, promoting business retention and expansion, and coordinating economic development efforts in Tomball, the region, and the state.

TEDC, Tomball ISD and Baker Hughes partnered to host 20 Tomball sixth-grade students at a half-day camp to encourage interest in Science, Technology, Engineering, ART and Mathematics (STEAM). Students who attended the camp were able to learn more about the energy industry and heard from Baker Hughes employees about their work to help solve real-world challenges to produce safer, cleaner and more efficient technology for people and the planet. The event was held at Baker Hughes' state-of-the-art Western Hemisphere Education Center in Tomball.

The TEDC is committed to promoting local business and developing career opportunities in Tomball. The STEAM camp is an ideal way for local industry and education to collaborate.



*Fast Forward - Consider It Done Launch  
Event*

**City of Mount Pearl**  
Mount Pearl, Newfoundland  
and Labrador, Canada

# Promotional Awards

Research revealed businesses around the Avalon Peninsula held a 'dull' and 'stagnant' perception of the city. They were aware of Mount Pearl, but it wasn't high on their consideration list. There was also a lack of awareness around the city's key features and business credentials.

The key objective for the city is to attract new businesses. To do this, the city had to differentiate itself from every other city, by building awareness, trust, and confidence. And the 'Consider it Done' campaign was the beginning of demonstrating this 'can do' attitude.

Mount Pearl has a strong sense of home and authenticity. They are partners. They are responsive. They're also easy to do business with. Making the lives of businesses and residents better is their number one priority.

So, how does a small city like Mount Pearl stand out in a competitive landscape? They stay true to who they are.

To demonstrate this commitment and kick off the 'Consider it Done' campaign, the City hosted a launch event at City Hall during Newfoundland and Labrador's Innovation Week.

*Population: 25,000 - 200,000*

**| Gold Winner |**



**SOUTHERN  
IDAHO** ECONOMIC  
DEVELOPMENT

*Virtual Southern Idaho FAM Tour*  
**Southern Idaho  
Economic Development**  
Twin Falls, ID

Due to COVID-19, Southern Idaho Economic Development had to suspend in-person business recruitment events. However, that did not stop the organization from thinking outside the box to continue the unprecedented business and talent growth the region has seen in recent years.

To do this, Southern Idaho Economic Development hosted the Virtual Southern Idaho FAM Tour on Friday, May 15, 2020, inviting six site selectors from the Site Selectors Guild and IAMC to a one-hour Zoom call for a virtual trip through Southern Idaho. Since dairy and food processing are at the heart of the Southern Idaho economy, regional experts showed the attendees every step of a dairy product's life journey, from the farm to the consumer. The tour also included information on workforce development, drone videos of available sites for business expansion, pre-recorded videos to showcase the beauty and business capability of the Southern Idaho region, as well as some delicious locally-made surprises along the way.

With the help of a customized box delivered right to their door, local leaders at every stage of the Southern Idaho business recruitment process guided them through everything they needed to know to successfully grow a business in Southern Idaho.

**| Silver Winner |**



*Richardson Innovation Quarter  
Block Party*  
**City of Richardson, Texas**  
Richardson, TX

The City of Richardson, Texas has been putting the tools in place to transform an aging industrial area into a creative destination for the evolving, 21st century tech industry and its creative entrepreneurs. As part of this effort, Richardson engaged businesses and stakeholders in a new, innovative way with a Block Party event that would embody the vision for the District.

The Innovation Quarter Block Party utilized tactical urbanism principles to transform a vacant industrial site along a utilitarian storm-water channel with food trucks, live music, games, giveaways from local businesses, and "pop-up park" demonstration with pedestrian

# Promotional Awards

bridges over the creek. This event energized the area and acted as a proof of concept for what the District could become.

Hundreds of residents and workers attended the two-day event and provided comments for new zoning code that would encourage amenities similar to those experienced at the Block Party. A year later, with a newly adopted zoning code, you can already see the results with the construction of the new trail and new investments in buildings and infrastructure along the creek. This event was innovative, creative, engaging, and has resulted in positive economic and quality of life outcomes for our district.

## | Bronze Winner |



### *Culinary Bicycle Tour* **City of St. Cloud** Kissimmee, FL

Nestled in between Kissimmee and Orlando, sat St. Cloud's picturesque rural housing, scenic lakefront, and underdeveloped downtown. Like many small towns, St. Cloud has struggled to survive the ongoing economic decline. With the completion of the Phase 1 New York Project (a multiphase capital improvement project on downtown's primary artery), it has reformed the once deserted and underdeveloped corridor with bustling small business growth and an increase in the tax base. That project featured sidewalk widening, brick paver streets, decorative street lighting and new lush landscaping. All things promoting walkability and smart growth principles. To ignite more activity to the newly designed downtown and highlight the improvements, the City hosted its first culinary bicycle tour on February 29, 2020.

The police-escorted tour was designed to introduce attendees to the fine eateries in St. Cloud and to promote economic growth while bicycling, eating and sipping the after-

noon away. The tour provided attendees the experience of eclectic culinary dishes in their own backyard. This creative infusion of public private partnership promoted shopping local, business retention, and tourism.

*Population: 200,000 - 500,000*

## | Gold Winner |



**IRVING - LAS COLINAS**  
CHAMBER OF COMMERCE

### *Small Business Blitz* **Irving Economic** **Development Partnership** Irving, TX

Irving, Texas is among the most competitive regional economic development markets in the country. That makes recruitment straightforward, but retention a different, challenging issue, which is why it became a priority goal for the Irving Economic Development Partnership.

To recognize Economic Development Week and National Small Business Week in May, the Partnership developed the Small Business Blitz. It allowed us to connect, communicate and bolster relationships with an incredible 1,000 businesses in a single day. To accomplish this remarkable feat, we enlisted community stakeholders, elected officials, and chamber team members to personally visit with these small business owners, managers, entrepreneurs, and member-investors. In a single day, we touched 10% of our business community, garnered feedback and were able to address individual challenges facing these businesses. It was positive for our retention efforts, community collaboration and allowed us to educate our city and citizens on economic development and chamber services.

## | Silver Winner |



**LOUDOUN**  
**VIRGINIA**  
ECONOMIC DEVELOPMENT  
D.C.'s TECHNOLOGY CORRIDOR



# Promotional Awards

## *Loudoun Virtual Spring Farm Tour*

### **Loudoun County Economic Development** Ashburn, VA

The Loudoun Spring Farm Tour is an annual tradition dating back to 1993, designed to connect farmers and consumers at the start of the growing season. In the face of the COVID-19 health crisis, Loudoun Economic Development re-imagined the tour in a virtual format and launched an interactive map with 14 farms. The virtual farm tour went live on a Saturday morning and had a countdown to the event.

Each featured farm submitted photos and videos, along with a brief description and links to their websites and online stores.

Educational and interactive activities are also added to the map on a rolling basis to further engage all audiences.

#### **| Bronze Winners |**



### *Sarasota County Familiarization Tour* **Economic Development Corporation of Sarasota County and the City of North Port** Sarasota, FL

On February 27-29, 2020 the Economic Development Corporation of Sarasota County and The City of North Port partnered to host VIPs from tech-centric private equity firms, Venture Capital firms, Enterprise Florida and Florida Power & Light for a Sarasota County familiarization tour. With tech investment booming in Sarasota County we decided to engage more than just site selection consultants. We engaged private equity and venture capital firms that were current community investors, as well as those who were brand new to our community. The event created connections and brought value to our existing companies while bringing attention to the opportunity for new investment.

The 12 guests enjoyed activities included a sunset yacht cruise of Sarasota Bay (sponsored by Gold Coast Eagle Distributors), a bus tour and presentation of Sarasota County highlighting North Port, the Wellen Park and Benderson Development's new commercial development in North Port. The group enjoyed an Atlanta Braves Spring Training game and ended the event with a breakfast presentation. Along the way they met community leaders, business owners, investors and elected officials. It was a memorable experience for our guests and will create great economic benefits for our community.



### THE UNIVERSITY OF ARIZONA **TECH PARKS ARIZONA**

#### *Tamales and Tech Parks Arizona* **Tech Parks Arizona** Tucson, AZ

COVID-19 meant a new era of business development. To continue to safely meet, Tech Parks Arizona created the program, "Tamales and Tech Parks" knowing that sharing food creates business connections. Tamales and Tech Parks provided a new way to engage site consultants, commercial brokers, and other strategic partners to highlight Tech Parks Arizona as a strategic business location advantage.

We offered a "virtual FAM tour and taste of Tucson." Attendees received an email with business rankings, details of the University of Arizona campus connection, and a link to order gourmet tamales. As virtual lunch meetings confirmed, they received a video with testimonials from executives.

Participants selected their tamales and received a branded delivery including a map of where they were "going" for lunch. Quickly, our program gained traction and numerous prospects see Tucson as an attractive business location full of opportunities.

# Promotional Awards

*Population: more than 500,000*

| **Silver Winner** |



*Tech Port SA at Aviation Week's 2019  
MRO of the Americas Conference*

**Port Authority of San Antonio**

San Antonio, TX

In 2018, the Port San Antonio leadership made a strategic decision to expand the Port's burgeoning innovation and applied technology capabilities. With a diverse mix of talent and companies on our campus, the opportunity to grow the Port's economic base, beyond its current \$5B economic impact, became the priority. Furthermore, the need to begin telling our story of innovation beyond our local region became paramount.

The Port and its local economic development partners at the City of San Antonio and San Antonio Economic Development Foundation co-sponsored a 20'x40' island booth at the 2019 MRO Americas Conference hosted by Aviation Week. We chose to highlight companies doing innovative work in our city and showcase their capabilities that would interest the MRO Americas audience. Local organizations specializing in robotics, machine learning, automation, and AR/VR research were our co-exhibiting partners who demonstrated their talents and equipment at this event featuring 19,000 attendees.

Media content from the exhibition has resulted in national and international news features, to include Aviation Week, IT World Canada, Houston Chronicle, San Antonio Express-News, multiple online trade and industry association publications, as well as local TV/radio programs -highlighting the transformation, connected opportunities, and commercial growth of Tech Port San Antonio.

| **Bronze Winner** |



*Kern County STEMposium*

**Kern Economic**

**Development Foundation**

Bakersfield, CA

KEDF links business, education, and the community on projects relating to STEM education and local workforce and professional development. The Kern County STEMposium brings students and businesses together for a STEM expo where students showcase their best STEM projects, and businesses demonstrate equipment and skills required to be successful in the workplace. It was created in effort to bridge a gap we were seeing between business and education. We use it as not only an opportunity to show local businesses the different types of workforce development programs offered in our school districts, but to also present students with examples of the different career paths offered in our region in an effort to encourage them to live and work in Kern County when they finish their education.

## Innovation in Economic Development Week

*Population: less than 25,000*

| **Silver Winner** |



*Innovation in Economic  
Development Week*

**Economic Developers Alberta**

Calgary, Alberta, Canada

Economic Developers Alberta (EDA) created a series of initiatives during EDW enabling economic development professionals to share information and celebrate their profession.

# Promotional Awards

The week began with the official launch of EDA's Mentorship Program that fosters relationships between economic developers who are looking for guidance and professionals who have knowledge to share. EDA created an Online Celebration of Economic Development; economic developers gathered virtually to share best practices showing passion & dedication to creating influential results. EDA conducted 2 YouTube interviews: "Celebrating International Economic Development Week" & "Celebrating Economic Development Across Canada" with IEDC President Jeff Finkle and EDAC CEO Penny Gardiner. We designed the first-ever Alberta Economic Development Leaders' Summit connecting EDA members, elected officials and community leaders, creating a forum to make recommendations on how the province can move its economy forward as it navigates new challenges. We also encouraged our members to celebrate this week in their own communities. All initiatives augment the effectiveness of economic development professionals in their essential work of creating sustainable economies and improving quality of life especially now given the economic crisis created by the pandemic. EDA is Alberta's leading economic development network. For almost 50 years, we have been committed to advancing the economic development profession by providing resources, professional development and networking opportunities. As a non-profit organization, we are governed by a volunteer board of directors that represent the interests of our membership.

*Population: 25,000 - 200,000*

**| Gold Winner |**



*#EDWEEK2020*  
**Cibolo Economic  
Development Corporation**  
Cibolo, TX

The Cibolo Economic Development Corporation strives to always create connections between the City of Cibolo and business community and citizens. This year, Econom-

ic Development Week 2020 was the perfect opportunity to help reconnect during the COVID-19 pandemic. The CEDC continued to celebrate our local businesses and showcased the successes that bring our community together, highlighting the efforts that make Cibolo strong. Through a series of unique posts that provided different touch-points all week, the CEDC showcased its initiatives to make Cibolo "The City of Choice" and highlighted the businesses that call Cibolo home. #EDWEEK2020 garnered the CEDC's largest outreach numbers on social media to date and encouraged continued engagement between the CEDC and citizens. The crown jewel of the project was a Year-in-Review video which was a new effort for staff to develop. This 3-minutes video highlighted the successes of the past year and gave citizens insight into what the CEDC is planning for the future.

**| Silver Winners |**



*5 Elements of Surprise Recovery*  
**City of Surprise  
Economic Development**  
Surprise, AZ

Surprise, Arizona is a young, medium sized city in the northwest corner of the Phoenix metro area. With a population of 140,000, it is comprised primarily of young families and many small and local businesses that enjoy the benefits of suburban lifestyle in near proximity to metropolitan amenities.

"5 Elements of Surprise Recovery" was the social media campaign created to celebrate national Economic Development Week. This year's campaign was created to correspond with Surprise Economic Development Department's 100-Day Business Recovery Plan to feature each element, from the foundational to the inspirational. Beginning on Monday, the Department posted the five Elements of Surprise Recovery to social media platforms with related content, pictures and links beginning with Communication followed by a post each day that week featuring Metrics, Reinforce-

# Promotional Awards

ment, Recognition and finally Regeneration.

This project provided the Department with a platform to share our expertise and the elements of the economic development profession, breaking down our recovery approach into smaller and more digestible concepts for our social media followers. The more educated they are about our strategy and approach, the more supportive they have become in our retention and attraction efforts resulting in more jobs, greater tax base and an increase in quality of life.



The Grand Junction Chamber of Commerce's 2020 Celebrating Leaders of Economic Development campaign encompasses the true spirit of Economic Development within a community. Our campaign highlighted the leaders in economic development in our area, educated the community on how to get involved and provided multiple resources for business and community assistance during times of angst and unknown. This was all done in a quickly pivoting landscape of a global pandemic related to COVID-19. Resources and information were updating almost every second, so it was imperative to us to get the most up to date and reliable information in the hands of our community members and businesses, even if it meant long hours and sleepless nights. Economic developers and the industry in general need to be very nimble and innovative and this undoubtedly incorporates those aspects.

*Population: 200,000 - 500,000*

**| Silver Winner |**



St. Tammany Corporation, the economic development organization for St. Tammany Parish in Louisiana, designed this social/digital media campaign to parallel the recognition of National Economic Development Week while maintaining a heightened sensitivity to how we practice economic development during a public health crisis. We approached our Economic Development Week 2020 campaign through the lens of COVID-19 Disaster Response and Recovery. We designed this campaign to help our audience navigate the uncertain times presented by COVID-19 while balancing the public health and safety in St. Tammany Parish with the health and strength of the local economy. Because we knew that our business community was not operating under any sense of normalcy, we created opportunities within our scope of work to help protect, grow and respond to the needs of St. Tammany in real time so the parish could continue to be the destination of choice for our people, our businesses and our communities to thrive post COVID-19.

*Population: more than 500,000*

**| Gold Winner |**



# Promotional Awards

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The Arizona Association of Economic Development (AAED) is a member-based organization with the mission to serve as Arizona's unified voice for responsible economic development through professional education, public policy, and collaboration.

AAED's "Economic Development Week: Resilient Arizona Communities" campaign strategy sought to achieve three main goals: 1. To highlight the ways in which Arizona communities and organizations have come together during COVID-19 through innovation and collaboration; 2. To welcome our newly hired Executive Director Carrie Kelly and introduce her to the Arizona economic development community; and 3. To rejuvenate our stagnant social media and website presence.

In order to highlight resilient Arizona communities, we reached out to our membership and included them in our campaign. We achieved this by featuring daily "mini-interviews", community spotlights, and webinars. The "mini-interviews" surveyed our members about ways their organizations have pivoted, what they expect to see in the future of economic development, and how they will aid in shaping their communities' resilience. We shared their responses on our social media channels and provided their full interviews on our website. The interviews provided our members with valuable perspectives from their peers on economic development. We also posted daily community spotlights on our social media channels showing our support for members' hard work during this time and increasing awareness about their programs. In lieu of in-person gatherings, we held three free webinars during the week: Happy Hour with new Executive Director Carrie Kelly, a Morning Mixer, and a Rapid Fire Lunch. Each webinar was held at a different time of day to meet the demands of our member's busy schedules.

In response to our Economic Development Week participation, our social media channels saw a surge in engagement. On LinkedIn, we saw a 580% increase in our post shares, a 274.4% increase in Twitter profile visits, and a 317% increase in followers on Facebook.



# Internet and Digital Media Awards

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## General Purpose Website

*Population: less than 25,000*

| Gold Winner |



*Economic Development Website*

**Brenham | Washington County  
Economic Development**

Brenham, TX

The primary goal of the Brenham | Washington County Economic Development website is to provide engaging information that encourages prospective businesses to locate here and existing businesses to stay here. Our website provides “one-stop shopping” for initial information that businesses need to begin their analysis of why Brenham is great for business—whether new or expanding opportunities. The site is easy to navigate for accessing demographics, property, workforce, education infrastructure, location details, transportation assets, incentive opportunities and more.

The secondary goal of the website project is to be a ready resource of information about our community for all citizens. The site includes information frequently used by community members. We provide project updates in our ‘News & Updates’ section. Linking items from the website through our social media created an awareness of the website as a source for local information.

The critical importance of the secondary goal became apparent during the COVID-19 pandemic as our community successfully utilized our website for a variety of information. One of the key components to ensure that we can restore the vitality of our economy is to provide accurate and up-to-date information. The design and ease of use of our website made that possible.

| Silver Winners |



*Opportunity Anna TX Website*

**Anna Economic  
Development Corporation**

Richardson, TX

The Opportunity Anna, TX website is representative of the forward thinking and development friendly attitude that exists within the City of Anna, Anna Community Development Corporation, and Economic Development Corporation. Working with a third party web design team, Anna EDC staff created an easy to use and mobile friendly site that combines data with creativity and local photography. The real time demographic, permit, and financial information allows both current and future neighbors and businesses the ability to better understand the growth of the city and the region and make a sound investment in locating or expanding in Anna. As the sixth fastest growing city in the North Texas region the EDC website now shows visitors that there are opportunities to live, invest, build, buy, sell, work, learn, play, and more in Anna, TX.



**Choctaw Nation  
Division of Commerce**

Department of Business & Economic Development

*Choctaw Nation Regional  
Partnership Website*

**Choctaw Nation Regional Partnership**  
Durant, OK

Choctaw Nation Regional Partnership consists of the 10 1/2 counties in southeast Oklahoma that make up the territory of the Choctaw Nation of Oklahoma. The region is entirely

# Internet and Digital Media Awards

rural and mostly economically distressed. With a funding source derived from gaming, CNO created an EDO to market the region at no cost to the local communities. The intent of the website is to provide a data resource to the local communities and to champion successes and opportunities to internal and external viewers.

The site utilizes service providers who push data to the site which allows for constantly updated information and also frees up the ED team of 2 to focus on more productive activities.

*Population: 25,000 - 200,000*

**| Gold Winner |**



*DeSoto Economic Development Corporation  
New Website & Re-branding*

**DeSoto Economic  
Development Corporation**  
DeSoto, TX

The DeSoto Economic Development Corporation (DEDC) created a website that any site selector would want to see that is accurate and up to date. The purpose was to update and re-brand the outdated website to be more current, modern, and provide easily accessible information for Commercial Real Estate Developers, visitors, boomerangers, and residents alike.

DEDC wanted to provide the tools and the analytics so that site selectors can easily locate exactly what they are looking for. Therefore, we constructed interactive maps specific to site selection that differentiate available properties that are zoned Industrial and Commercial or Retail and Office. The readability and ease of the site selection capabilities make it unique and innovative since it includes an interactive map for site selection that features CoStar style filters to target their search criteria's and add additional layers with the Opportunity Zones Index, and the Texas Enterprise Zone Map allowing for multiple options to be considered.

Most importantly, we wanted potential clients and businesses to know what it was like to do business in DeSoto so we focused on how we streamlined that process early by presenting the facts and demographic information that developers are looking for that outlines the process of doing business, illustrates its livability, creates ease in site selection, and giving as much up to date news and resources as possible. We learned that it is helpful to the end user to have multiple ways of accessing data throughout the site. Therefore, we put the most pertinent information as doorways right up front for easy accessibility. This allows the prospective developer, business owner or resident to spend less time searching for additional information that is needed in both the site selection process, and the applications for grants or other resources. Also, it has become an instrumental tool in communicating information to our citizens who are interested in civic affairs, and community events. Recently we have used the rolling banner feature to highlight positive community announcements, market city accomplishments, and broadcast guidelines and updates during the current pandemic. It has become a vital resource tool to all of our businesses and residents.

In addition, it simplifies the grant and incentives application processes. Many of our top companies agree that our city's streamline process (now first initiated by our new website) is one of the main contributing factors in their decision to choose their location. As a result, new interested prospects have often commented on the bold modern style of our re-branding and the ease of finding potential sites. Also, it is instrumental in advertising the unique qualities and projects in our city such as our "Grow DeSoto Market Place" which is a one of a kind small business incubator project that has been recognized by celebrities such as Oprah Winfrey for its restaurants, and hosted castings for the TV show "Shark Tank".

Lastly, for the City of DeSoto, the DEDC website has also been an excellent resource for healing in a time of crisis, action in an emergency, giving assurance in uncertainty, facilitating unity throughout the community, providing an avenues for expressing solutions and transparency to challenging civic issues, marketing and promoting the local businesses to thrive, and furthering the encouragement of the city's overall mission and vision.

# Internet and Digital Media Awards

In conclusion, the integration of our Interactive Site Map, Opportunity Zones Index, and the Texas Enterprise Zone Map provides a unique approach to site selection that typically has not been incorporated into other cities's websites. In order to retrieve this kind of quick access and link to site information, it would require access to another provider such as CoStar for real time accurate information. DEDC's website project combined all these elements while building a new website design from the ground up with a total re-branding project as well. The DEDC website focused on the key elements need to attract potential prospects to join our community, on site selectors preferences to find information about our community and available properties efficiently, on having a current and relevant informational platform to showcase the city's unique qualities and benefits. All of which promotes a streamlined and simplified process for doing business for everyone involved. Like the DEDC's tagline suggests keeping DeSoto at the Heart of Community, at the Heart of Family, and at the Heart of Business.

## | Silver Winner |



*ChooseColumbiaSC*  
**City of Columbia**  
**Economic Development**  
Columbia, SC

Columbia Economic Development was overdue for a website redesign. Not only was a new site created but a new domain [www.choosecolumbiasc.com](http://www.choosecolumbiasc.com) was deployed in an effort to emphasize the beauty of our city with high-quality images, and website animations. Our site incorporates our brand colors using light green, royal, and navy-blue color. Between the images of technology innovations, site selection, and our open for business map, [www.choosecolumbiasc.com](http://www.choosecolumbiasc.com) really makes you feel connected to Columbia and what we have to offer. We also partnered with local, state, and national agencies to

provide the latest technology in GIS mapping to show our available properties and existing businesses. We launched our new site in the early stages of COVID-19 and it has been well received in our City as a tool for businesses.

## | Bronze Winners |



*Chamblee Business Analytics Microsite*  
**The City of Chamblee**  
Chamblee, GA

Chamblee has drastically changed over the last ten years due to two annexations, tripling both the geography and the population of the city. The city has typically housed economic development information on its website, however, it was often lost among all the other departments and lacked interactive features.

Chamblee has seen a boom in development over the last five years. With all the new development and changes, a new dedicated economic development website was overdue. The city wanted a website that would attract new, innovative businesses to their bustling urban community, as well as a site that would help their current businesses expand within the city. Both the attraction and retention of businesses is important in growing the number of jobs within the community and the tax base.

In order to encourage economic growth, the site needed to be responsive, easily updated, and capable of being industry specific. The new site's interactive tools display essential market intelligence for entrepreneurs and existing businesses, and helps them ask the right questions, analyze data correctly and make better business decisions. Using the site, entrepreneurs can discover their industries' primary customers, learn how to research their competition, uncover future business opportunities and more.



# Internet and Digital Media Awards



*Sharing the "Saginaw Story"*

**Saginaw Future Inc.**

Saginaw, MI

Saginaw Future Inc. recently launched a newly designed web site to further strengthen its online presence and economic growth by offering a more robust and informative tool to prospective companies. The newly revamped website, [SaginawFuture.com](http://SaginawFuture.com), will promote Saginaw County as a premier location for domestic and foreign investment and package the "Saginaw County Story." [SaginawFuture.com](http://SaginawFuture.com) utilizes the latest economic development tools for site location, small business market research and business intelligence, and talent recruitment, all in a streamline design. The site offers a dedicated search engine designed to easily navigate a concise and robust site selection template, web searches, and social media.

As economic development continues to change in a rapidly morphing society and an up and down economy, [SaginawFuture.com](http://SaginawFuture.com) is the central hub for information that has a tremendous impact. We have worked to be a receptacle for business tools and best practices for government contracting, job training opportunities, industrial site development and more. Now times have shifted to COVID-19 business resources and Cultural Awareness in the workplace. The new site's flexible software structure, on-demand content management system (CMS) and eye-catching platform will allow Saginaw Future to adjust very quickly when needed. The system provides value to our investors and the communities we serve.

*Population: 200,000 - 500,000*

**| Gold Winner |**



*New Orleans Business Alliance*

*Website - [NOLABA.org](http://NOLABA.org)*

**New Orleans Business Alliance**

New Orleans, LA

The New Orleans Business Alliance (NOLABA) website, [www.NOLABA.org](http://www.NOLABA.org), presents a powerful tool to attract new companies and talent to the city of New Orleans, while also helping those already present to grow and expand their professional or corporate footprint. The website pulls on multiple data sources to provide fully customizable reports that can help to navigate local opportunities. In addition to data access, the website presents information about New Orleans and NOLABA in a beautiful, user-friendly format.

**| Silver Winner |**



*City of Norfolk Department of  
Economic Development website*

**Norfolk Economic  
Development Department**

Norfolk, VA

The Norfolk Department of Development unveiled its new website in April, 2019. This is our Welcome Mat to the department. As a result of our Inclusive Economic Development Strategy, we knew it was not only time for a new look but a new approach on how should present our new organizational structure. We feel the website is simple yet entertaining to view and therefore, in capturing the user to feel confident in interacting with the content. The website development has surpassed our goals of addressing job creation and retention. The website addresses job creation and retention by separating Norfolk Works for job seekers and employers for those looking for quick workforce solutions. However, users looking for more in-depth information can scroll down to our Feature Stories section and read about our successful programs, several of which have downloadable magazines or a video. Our current tax base enhancement projects are generally available on the target industry pages and also featured stories

# Internet and Digital Media Awards

including our annual report. Small Business Initiatives and Capital Access work closely together to offer training and grants to entrepreneurs and micro-business. The Norfolk Economic Development Department's mission is to generate wealth for the City of Norfolk through business expansion, enhancement, and new business development complementary to our neighborhoods.

## | Bronze Winner |



*Website Redesign*  
**Clay County Economic  
Development Corporation**  
Fleming Island, FL

Website was redesigned for ease of use, visual appeal, and to co-brand with our regional partnership and county government for continuity.

*Population: more than 500,000*

## | Gold Winner |



*SelectMesa.com*  
**City of Mesa, AZ - Office of  
Economic Development**  
Mesa, AZ

To enhance Mesa's economy, the City's Office of Economic Development (OED) works to promote a culture of quality, support the creation of quality jobs, promote direct investment, increase prosperity, and improve life for residents. To fulfill our mission, it is critical to have a well-branded, professional, easy-to-navigate website that appropriately promotes Mesa as a place to locate and expand.

As such, OED partnered with Granicus to build a stand-alone website with its own more memorable URL – SelectMesa.com – that better served our primary audiences and provided them with the information to make important relocation and expansion decisions. The website adeptly delivers the most important information succinctly and visually. It incorporates our unique news module, market analysis tool, interactive 360-degree aerial tool, active development database tool, and unique microsites and landing pages, all while driving our position as a "Smart location for intelligent companies." Rather than flowery narrative, we have used relevant photography, data, video, and testimonials bringing the website to life showcasing Mesa's companies, assets, and competitive advantage. Furthermore, it has a content management system (CMS) that makes it easy to update by internal staff keeping information fresh and up to date.

## | Silver Winner |



*Redesign of the Montréal  
International website*  
**Montréal International**  
Montréal, Quebec, Canada

The Montréal International website is the organization's main showcase. It has been given a complete overhaul, notably in terms of its visual identity, but above all to better enable visitors to find the information they are looking for, particularly concerning Greater Montréal's key sectors and their main attraction factors, while offering a new immersive experience.

Montréal International is Greater Montréal's economic promotion agency. Its mandate is to attract direct foreign investment, international organizations, entrepreneurs, talented workers and international students to the region, as well as to promote the competitive environment of Greater Montréal.

# Internet and Digital Media Awards

| **Bronze Winner** |



*GREATER MSP Website*

**GREATER MSP**

Minneapolis, MN

A platform that connects individuals and organizations with the full range of research, tools, and support that GREATER MSP has to offer, and lift up the social and economic prospects of our region as a result.

**Special Purpose Website**

*Population: less than 25,000*

| **Gold Winner** |



*Digital Works Website*

**Connected Nation**

Bowling Green, KY

Digital Works (DW) launched a new, more user-friendly website in January 2020 to better help people and communities reach their digital training and job placement goals. The program, first developed in 2013 by national nonprofit Connected Nation, is focused on providing both training and job placement assistance for telework positions.

This falls in line with the nonprofit's mission to find innovative solutions to expand the access, adoption, and use of high-speed internet and its related technologies to everyone.

Remote work has so many positive ramifications—from providing jobs to those living in rural areas to helping military spouses find positions that can move with them to improving the tax base for struggling communities. Our challenge was finding a way to make accessing this program even easier for more people and communities.

Connected Nation came up with a more streamlined approach for how those visiting the site could use it and more easily find the information they needed. Being able to access this program became even more important as the pandemic hit. In response, DW shifted its focus to an all virtual setting and expanded those remote classes through a new grant to help more military spouses, veterans, and spouses of veterans even during COVID-19.

| **Silver Winner** |



*Kerrville Together*

**Kerr Economic**

**Development Corporation**

Kerrville, TX

Kerrvilletogether.com was designed and created for the purpose of Business retention and information during the COVID-19 crisis. It was a tool to build collaboration and create a simple way for the entire community to easily and quickly find all pertinent information related to funding, workforce training and retention, job opportunities, economic data, business guidance, State and Local operating guidelines, Open Businesses, and opportunities to virtually connect. Kerrvilletogether.com is a resource for the Kerrville community that will grow and change as the dynamics and needs of the community change with the COVID-19 crisis.

Founded in 2010, KEDC's mission is to retain existing jobs and create new job opportunities in Kerrville and Kerr County, which helps benefit the Hill Country quality of life.

# Internet and Digital Media Awards

| Bronze Winner |



**ECONOMIC DEVELOPMENT CORP.**

*Tomball Together Website*

**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 within City of Tomball.

The Board of Directors and staff are committed to developing innovative programs and working with community partners to positively impact the economic well-being of the Tomball community. The TEDC focuses on attracting new business & industry, promoting business retention and expansion, and coordinating economic development efforts in Tomball, the region, and the state.

From the moment COVID-19 was recognized as a threat to local businesses, the TEDC has been working to find ways to keep the Tomball economy moving forward. TEDC staff has been collaborating with our partners to gather reliable information and create helpful resources for the Tomball business community.

This effort prompted the immediate launch of TomballTogether.com. The website is a one stop site with information on federal loan programs, small business resources, local health updates, remote working tools, and local restaurants still serving the community. The TEDC created the website in partnership with the Greater Tomball Area Chamber of Commerce (GTACC).

*Population: 25,000 - 200,000*

| Gold Winner |



*Choose Topeka*

**GO Topeka**

Topeka, KS

Choose Topeka's talent relocation initiative offers matching incentives by partnering with employers to encourage talent to move to Topeka & Shawnee County. Choose Topeka's relocation initiative was created with the intention of investing in employees to live and work in Topeka & Shawnee County, so that we may foster an intentional community, and help promote positive population growth.

| Silver Winner |



*Shoals Shopper*

**Shoals Economic  
Development Authority**

Florence, AL

ShoalsShopper.com is a space designed for Shoals business owners and community. This site was specifically created in response to the COVID-19 pandemic but will continue to be active. Business can fill out a form describing their operations amidst the pandemic. This allows our community to access information about restaurants, retail stores, and services businesses all in one place. Our community faced frustration during the beginning of the pandemic for many reasons, one being the uncertainty of which businesses were open and what their hours of operation were. Businesses faced frustration partly because they were having trouble getting the word out about how they were responding to and what precautions they were taking due to the pandemic. The site was one small way we could help ease their frustrations and attempt to improve the quality of life during a very unprecedented time. Businesses immediately filled out the information to be on the site. We stay in contact to update their page on the site as restrictions are lifted and operations change.



# Internet and Digital Media Awards

## | Bronze Winner |



*COVID-19 Business Help*  
**City of Surprise**  
**Economic Development**  
Surprise, AZ

Surprise, Arizona is a young, medium sized city in the northwest corner of the Phoenix metro area. With a population of 140,000, it is comprised primarily of young families and many small and local businesses that enjoy the benefits of suburban lifestyle in near proximity to metropolitan amenities.

The City of Surprise COVID-19 Business Help special purpose website is a dynamic landing page that has demonstrated effectiveness in its ability to educate businesses, consumers and workforce audiences through an intentionally simplified approach. At the onset of the COVID-19 incident in the City of Surprise, while a spectrum of non-virtual and virtual recovery strategies were implemented in the community, among the most powerful strategies was our Surprise COVID-19 Business Help webpage, deliberately focused on reducing anxiety, overwhelming content overload, intimidation and overall barriers to information. The website's priority is to reach audiences through consolidating and sharing critical information for three Surprise audience categories: Businesses, Customers and Workforce. Each section includes simplified and prioritized information to provide each audience with the most relevant and recent information.

*Population: 200,000 - 500,000*

## | Gold Winner |



*St. Tammany Safe Dot Com*  
**St. Tammany Corporation**  
Mandeville, LA

St. Tammany Corporation designed this special website product as part of its on-going efforts in response to the re-opening strategy for St. Tammany Parish as a result of the COVID-19 public health crisis. Our website product was designed intentionally to inform the general public and business community throughout St. Tammany Parish about the Live Safe. Work Safe. Shop Safe Action Plan while maintaining a heightened sensitivity to how we practice economic development during a public health crisis. We approached this website product design through the lens of COVID-19 Disaster Response and Recovery. We designed this website to help our audience navigate the uncertain times presented by COVID-19 while balancing the public health and safety in St. Tammany Parish with the health and strength of the local economy. Because we knew that our business community was not operating under any sense of normalcy, we created opportunities within our scope of work to help protect, grow and respond to the needs of St. Tammany in real time so the parish could continue to be the destination of choice for our people, our businesses and our communities to thrive post COVID-19.

## | Silver Winner |



*www.gpcovid.com*  
**Greater Peoria Economic**  
**Development Council**  
Peoria, IL

As the looming economic turmoil of the COVID-19 pandemic became apparent in Central Illinois due to mandated business closures, the Greater Peoria Economic Development Council (GPEDC) moved quickly to develop [www.gpcovid.com](http://www.gpcovid.com), an online regional hub for business relief resources. Within the two weeks following the shutdowns that unleashed a daily flurry of local, state, and federal updates and support programs for shuttered businesses, the GPEDC established an easy-to-use, online resource to aggregate



# Internet and Digital Media Awards

critical information, links, and daily updates relevant to businesses in their 5-county Economic Development District that were attempting to weather the financial fallout and remain in business and retain their employees.

GPEDC is drives economic growth in Greater Peoria through targeted business and talent development and attraction.

## | Bronze Winner |



**TULARE COUNTY ECONOMIC  
DEVELOPMENT CORPORATION**

*Covid-19 Biz Assist*  
**Tulare County Economic  
Development Corporation**  
Exeter, CA

This project began as a response to the COVID-19 pandemic. The TCEDC had a vision for local businesses to have access to the right information and technical assistance for the variety of federal, state, and local resources that became available to them as a result of the pandemic. This website was launched overnight, and the TCEDC began sharing information provided by federal, state, and local business partners including local city governments, the Workforce Investment Board, County Government, local SBA and SBDC offices, and local Chambers of Commerce, as well as its own resources. By providing information and technical assistance to businesses and connecting them with the right resources and entities, the EDC hopes to have minimized the negative economic impact to our County as a result of COVID-19.

*Population: more than 500,000*

## | Gold Winner |



*Find Your JAX - JAXUSA Talent  
Attraction Initiative Website*  
**JAXUSA Partnership**  
Jacksonville, FL

As available talent remains the single most important factor for business expansion and relocation efforts, JAXUSA Partnership needed to reimagine how to attract out-of-market talent to explore the what the region has to offer in terms of job opportunities, lifestyle, neighborhoods, blog and video content, commute times, cost of living and more. Local human resources professionals also use the platform to sell the destination along with the job opportunity for those individuals unfamiliar with our region.

JAXUSA Partnership is the regional economic development organization for Jacksonville and the seven counties of Northeast Florida.

## | Silver Winner |



**Montréal  
International**

*I choose Montréal website*  
**Montréal International**  
Montréal, Quebec, Canada

I Choose Montréal, an initiative from Montréal International in partnership with the Government of Québec, aims to attract and retain international students (whether at the college, professional or university level) in Montréal. To do so, I Choose Montréal launched a new website in April 2019: <https://ichoosemontreal.com>. It's a must-have resource on studying, living, working and immigrating in Greater Montréal for international students who live in Montréal and abroad.

Montréal International is Greater Montréal's economic promotion agency. Its mandate is to attract direct foreign investment, international organizations, entrepreneurs, talented workers and international students to the region, as well as to promote the competitive environment of Greater Montréal.

# Internet and Digital Media Awards

## | Bronze Winner |



**PASCO EDC**  
NORTH TAMPA BAY, FLORIDA

*WorkforceCONNECT Pasco*  
**Pasco Economic Development  
Council (Pasco EDC)**  
Lutz, FL

The Pasco EDC workforceCONNECT website, [www.workforceCONNECTpasco.com](http://www.workforceCONNECTpasco.com), was developed to assist in producing better alignment between the supply and demand for workforce in Pasco County. It provides a detailed and interactive asset mapping tool for employers to identify specific resources to aid them in finding the skilled workers they need. It also provides a robust catalog of other programs that can assist our employers upskill and/or retain their workforces such as training grants and transportation programs. For jobseekers, the website highlights 14 high skill, in-demand careers with clear articulation paths through local resources. It also features a career assessment tool that asks jobseekers 3 questions about what they look for in the ideal career and highlights which of the 14 careers best fits their interests. This allows jobseekers to explore careers in Pasco and will reduce "brain drain" and bolster Pasco's workforce. WorkforceCONNECT is one of the first programs of its kind in the nation, designed with the needs of employers in mind, and driven by data.

## Digital Media

*Population: less than 25,000*

## | Silver Winner |



*Over The Fence Podcast*

**Kerr Economic  
Development Corporation**  
Kerrville, TX

Over the Fence was inspired by Mr. Wilson, who was the friendly neighbor on the show Home Improvement. He was always providing Tim Taylor (Tim Allen) words of wisdom, from a distance over their fence in the backyard. The purpose of Over the Fence was to create a platform to allow the Kerrville community to connect and receive important first hand business insight during a crucial period of time in a fun and meaningful way.

Founded in 2010, KEDC's mission is to retain existing jobs and create new job opportunities in Kerrville and Kerr County, which helps benefit the Hill Country quality of life.

*Population: 25,000 - 200,000*

## | Silver Winner |



*Tech Jobs in the NRV Video Campaign*  
**Onward New River Valley**  
Blacksburg, VA

Onward NRV's strategic planning process revealed that companies, especially in information technology, are growing but are having difficulty finding enough people to fill their openings due to the region's extremely low unemployment rate (3.4%). In order to continue to support the NRV's emerging tech industry, Onward NRV created a strategic paid digital marketing campaign to recruit mid- to senior-level talent to the region to fill these positions.

The digital campaign consisted of utilizing and promoting:

- An in-demand career video - Tech Jobs in the NRV: Work Here

# Internet and Digital Media Awards

- A tech culture video – Tech Jobs in the NRV: Work Hard. Play Hard.
- A technology industry video – IT Industry Hub in the NRV
- Tech Jobs in the NRV website [www.theNRV.org/techjobs](http://www.theNRV.org/techjobs)

With the in-demand career video as the feature piece, Onward NRV launched a five-week digital marketing campaign across two social media channels focused on recruiting tech professionals, specifically software developers, analysts, and cyber security experts, to the region by directing them to the Tech Jobs website which features a job board inclusive of all of the technology companies in the NRV and their current available positions.

## | Bronze Winners |



*City of Surprise Virtual Ribbon  
Cutting Program*  
**City of Surprise**  
**Economic Development**  
Surprise, AZ

Surprise, Arizona is a young, medium sized city in the northwest corner of the Phoenix metro area. With a population of 140,000, it is comprised primarily of young families and many small and local businesses that enjoy the benefits of suburban lifestyle in near proximity to metropolitan amenities.

Ribbon cuttings, grand openings, ground-breakings are important celebrations for any business, signaling something new, hopeful and energizing for the business community and their customers, workforce and vendors. The Surprise Economic Development Department recently launched a number of virtual small business promotions to help reduce confusion, mitigate anxiety and recognize local businesses during COVID-19, but most recognized has been its Virtual Ribbon Cutting program. Over approximately 30 days, the City of Surprise performed 101 Virtual Ribbon

Cutting celebrations, bringing added exposure and communication reach to local, small businesses who had experienced either a partial or full closure of services during COVID-19. This business and community engagement strategy assisted in helping businesses with their reopening and recovery process. Additionally, the Surprise Economic Development Department added a reinforcement initiative, asking residents to vote on their favorite Virtual Ribbon Cutting boomerang videos and providing a boomerang video trivia challenge to encourage residents to pay closer attention to the participating businesses.



*#ReadyToServe*  
*Digital Media Campaign*  
**City of Avondale Office**  
**of Economic Development**  
Goodyear, AZ

The Avondale Office of Economic Development designed the #Ready To Serve digital campaign to enhance Avondale's economic prosperity and launched it in response to state mandated COVID-19 restrictions. The campaign was designed to drive local and regional customers to Avondale restaurants providing takeout and delivery services. The campaign was deployed through multi-channels, both digital and print. Ads were placed with local media outlets, and the hashtag “#ReadytoServe” was used throughout social media. The call to action linked the audience to the [AvondaleEDGE.com](http://AvondaleEDGE.com) website to find a list of open restaurants. By promoting these locally-owned establishments, we hoped to sustain them through the difficult times presented by the pandemic. In return, we would preserve the attributes these unique eateries provided toward our community's overall quality of life. We further enhanced our media positioning with the “Ready to Serve” video series. These videos, created by office staff, featured 30-second highlight reels of local Avondale restaurants and were posted at regular intervals on all the office's social media platforms.

Located in Metro Phoenix's flourishing West Valley, Avondale is a pro-business community

# Internet and Digital Media Awards

boasting an accessible skilled workforce and an incredible quality of life. We are the location of choice for forward-thinking investors and business owners.



*Fayette Flipbooks*  
**Fayette County**  
**Development Authority**  
Fayetteville, GA

Fayette flipbooks are interactive, engaging digital marketing brochures created using the cloud-based platform Flipsnack. The flipbook integrates multimedia objects (photos, videos, and Google Maps) to provide an interactive community experience. Fayette features industry specific flipbooks on the story page of the website to market to target industries. Customized flipbooks have also been created for specific projects and marketing events. The flipbooks provide an easily accessible one-stop-location for site selectors and prospective businesses to learn about the community and available sites.

*Population: 200,000 - 500,000*

**| Gold Winner |**



*Gig Economy Relief Fund Dashboard*  
**New Orleans Business Alliance**  
New Orleans, LA

The New Orleans Business Alliance established the Gig Economy Relief Fund on March 16, 2020 in direct response to the COVID-19 pandemic, providing \$500 grants to gig workers who live in Orleans Parish. Through this initiative over 1,200 grants were issued to local gig workers. The Gig Economy Relief Fund Dashboard was established to provide a clear and transparent accounting for how our resources were being used to support our community. The dashboard leverages innovative data analysis to provide a breakdown of

how funds have been allocated across the city of New Orleans. It reflects the zip codes and demographic correlations for those neighborhoods for all approved applicants. It also provides a breakdown of the top occupations of approved applicants and denotes how many approved applicants fall within each category. The dashboard presents a seamless, publicly accessible data source to allow funders and residents to see how donations have been used. In addition to providing accountability, it can also be used to assess the composition of the gig economy and the depth of economic vulnerability for specific occupations and geographic areas.

**| Silver Winner |**



*#InvestAtlantaLive*  
**Invest Atlanta**  
Atlanta, GA

Invest Atlanta launched the #InvestAtlantaLive Series during the initial phases of the COVID-19 pandemic. Invest Atlanta hosted 23 "What We Know Right Now" Facebook Lives, recorded and archived them on the Invest Atlanta YouTube channel. The focus was on presenting timely, relevant information, with a drop of hope and positivity. The sessions were a free resource led by Invest Atlanta. The format was flexible to each audience, typically book ended by Invest Atlanta, and hosted by a partner interviewing another partner, community expert, investor, entrepreneur, or leader, followed by Q&A.

# Internet and Digital Media Awards

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*Population: more than 500,000*

| **Gold Winner** |



**FAIRFAX COUNTY  
ECONOMIC DEVELOPMENT AUTHORITY**

*Operation Retain Gen Z - Recent-Grad  
Virtual Career Fair*

**Fairfax County Economic  
Development Authority**  
Fairfax County, VA

When the coronavirus began to rapidly spread throughout the U.S. in March 2020, the Fairfax County Economic Development Authority (FCEDA) pivoted its in-person talent event plans to go completely virtual. On May 28, FCEDA hosted its first-ever virtual career fair, the Recent-Grad Virtual Career Fair, free of cost to participating companies and to a diverse group of college graduates facing an uncertain job market.

The goal was to connect Gen Z job seekers to Northern Virginia companies that were hiring amid the pandemic. While many entry-level job offers and internships were rescinded for the class of 2020 and colleges cancelled career fairs, many companies in the Northern Virginia tech hub still had a need for fresh talent. This virtual career fair resulted in almost 1,000 attendees, 900+ completed conversations between recruiters and job seekers, the attendance of 13 hiring companies, and representation of 30+ colleges and universities in the mid-Atlantic region including seven Historically Black Colleges and Universities.

The FCEDA promotes Fairfax County 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.

| **Silver Winner** |



**PASCO EDC**  
NORTH TAMPA BAY, FLORIDA

*Pasco Ready Sites Interactive Maps*

**Pasco Economic  
Development Council (Pasco EDC)**  
Lutz, FL

These interactive maps were created to support the Pasco EDC Ready Sites Program, which assesses, evaluates, and certifies large tracts of land to prepare properties for industrial development and create a portfolio of project-ready sites for targeted industries.

There are currently 5 interactive maps for the 5 different sites in the Ready Sites Program.

All maps feature:

- An aerial of the property with the site outlined
- Options to turn on layers to see actual location of water, electric, wastewater, and reclaimed water lines along with pipe and capacity sizes (gas is shown as either on-site, available, or not available- it is not outlined on the map as a safety precaution)
- Five Infographics that can be clicked and pop out with information
  - o 45-Minute drive time labor force and population
  - o Transportation: mileage to nearby highways and interstates, and distances to Tampa International Airport and Port Tampa Bay
  - o Site specific information: acreage, single or multiple owners, if it is divisible, etc.
  - o Target Land Use
  - o Utilities: water, electric, wastewater, and reclaimed water lines sizes and capacities (gas is shown as either on-site, available, or not available)



# Internet and Digital Media Awards

## | Bronze Winners |



*Spend It Here*  
**City of Hamilton**

Hamilton, Ontario, Canada

One of the core focus of the Hamilton, Ontario, Canada Economic Development Office is to ensure the promotion and economic success of our 13 Business Improvement Areas (BIAs) (may be known as Business Improvement Districts in other cities).

Simply, small business is the backbone of any well functioning economy, with much economic activity as well as employment deriving from entrepreneurship. So, the City of Hamilton created a campaign during the 2019 Holiday/Christmas season to get Hamiltonians to support local when they were doing their shopping. Essentially, we wanted Hamilton shoppers to "Spend it Here".

But, so many EDOs across the continent have a similar sort of message (e.g., Shop Local), with the same images of smiling people shopping in a small business with packages. For Hamilton, we wanted to tap into that feel-good sentiment, but we wanted to do something that would catch attention and produce something that was highly sharable (as this was mainly a digital campaign).

So, we did something that we haven't seen from any other municipality for a holiday shopping campaign- the use of puppets.

Hamilton's Spend it Here campaign then would be a series of digital and mainstream advertisements that followed Peter Pizzazz as he ate, shopped, and found entertainment across Hamilton's 13 BIAs.

The campaign included a landing page on [investinhamilton.ca](http://investinhamilton.ca) ([www.investinhamilton.ca/spendithere](http://www.investinhamilton.ca/spendithere)), Instagram advertising (@hamiltonecdev), a very brief 1 month local television station advertising campaign (a 15 second ad during the morning and 6pm newscasts) and partnering with social media influencers in Hamilton to share messaging (we chose Hamilton Rising- one of Hamilton's top lifestyle and entertainment social ac-

counts/sites). It involved static image ads on social media, five videos produced for social ads (Instagram) and one 15 second television commercial.

# CONNECT TUCSON

**CITY OF TUCSON**  
**OFFICE OF ECONOMIC INITIATIVES**

*ConnectTucson Webinar Series*

**City of Tucson Office of  
Economic Initiatives**

Tucson, AZ

The ConnectTucson Webinar Series was created in response to the local business community's need to navigate the sudden impacts of COVID-19 when in-person convening is not possible. This business retention effort supports small business in the midst of an economic crisis caused by a global pandemic. The webinar series initially focused on helping businesses survive the pandemic, as almost overnight businesses had to adjust to forced closures, reduced hours, and a sudden change in their business models. Local and national experts presented on business survival resources, including financial and technical assistance. Guidance on federal and local financial programs, emergency relief efforts, and best practices were essential webinar content. The series evolved each week to address the current and pressing needs of local business owners. Local experts were invited to share the variety of resources and programs available to support small business resilience. Other topics included: helping businesses pivot and transition their business plans, strategies for reopening, workforce development, and training opportunities for displaced workers. The ConnectTucson Webinar Series continues to foster a community of support and helps drive revenue to local businesses and the City of Tucson.

# Program Awards

## Multi-Year Economic Development Program

*Population: less than 25,000*

**| Silver Winners |**



*Pottawatomie County Multi-Year Program  
and Economic Impact*

**Pottawatomie County Economic  
Development Corporation**

Wamego, KS

The multi-year program highlights the measurable results of the organization over the last five years with various infographics, testimonials and timelines in several annual reports and the two 5 year implementation plans. The program also entails an Economic Impact Analysis completed for Pottawatomie County's Economic Development Corporation's three industrial parks account for \$1.053M/year in property tax revenue and estimated sales tax revenue from employee purchases and multipliers of close to \$900K/year.



*Mukwonago Industrial Park*

**Village of Mukwonago**

Mukwonago, WI

Mukwonago resides at the intersection of life, leisure, and economic leadership. Minutes from Milwaukee with convenient access to Chicago and Madison, Mukwonago couples urban amenities with a quaint small-town lifestyle. In 2016, the Village of Mukwonago

acquired 115-acres of agricultural land to facilitate the development of an industrial park. The total expenditures to date have been \$10.5M with an estimated value of over \$68.7M created from new development, redevelopment, and appreciation in the value of existing properties within the district, resulting in a total tax revenue increment of over \$19.7M. There are currently five businesses located in the industrial park - Banker Wire (185,000 sq. ft. and \$12.5M value), Touchpad Electronics (22,500 sq. ft. and \$2.25M value), Super Products (171,000 sq. ft. and \$12.5M value), Triple Crown (66,000 sq. ft. and \$5M value) and Malcolm Drilling (21,900 sq. ft. and \$2.8M value) with two open lots still for sale. The park retained over 150+ jobs, brought over 200+ jobs to Mukwonago and created 60+ jobs.

**| Bronze Winner |**



*Tomball Economic Development  
Corporation Business Improvement  
Grant Program*

**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 within City of Tomball.

The Board of Directors and staff are committed to developing innovative programs and working with community partners to positively impact the economic well-being of the Tomball community. The TEDC focuses on attracting new business & industry, promoting business retention and expansion, and coordinating economic development efforts in Tomball, the region, and the state.

The Business Improvement Grant (BIG) Program is a matching grant program designed to help commercial property owners and businesses make high quality improvements to buildings and property in Tomball. The BIG

# Program Awards

program encourages investments that directly relate to improving aesthetics of the community and increasing commercial property values.

*Population: 25,000 - 200,000*

**| Gold Winner |**



*Goodyear Foreign Trade Zone Program*  
**City of Goodyear Economic  
Development Department**  
Goodyear, AZ

The city of Goodyear established the Goodyear Foreign Trade Zone (FTZ) Program designed to attract investment in strategic areas of the community creating a vibrant industrial sector. Goodyear's FTZ program utilizes the U.S. FTZ Program and additional tax benefits the state of Arizona provides for qualifying companies.

Goodyear's FTZs were strategically placed in three largely undeveloped industrial parks which were lacking the backbone infrastructure required to attract companies. Much of the property was active farmland, providing property owners with a significant agricultural property tax exemption. Thus, very little property tax revenues were generated for the city, schools, and other taxing jurisdictions.

In establishing the FTZ program Goodyear endeavored to attract high quality employers that create thousands of jobs, especially advanced manufacturing jobs, cause regional infrastructure development, and increase the tax base by attracting capital intensive employers.

The Goodyear FTZ program has been a catalyst for the development that is now occurring in the city and has expanded beyond FTZ areas and beyond just qualified FTZ companies. In the FTZ areas alone, nearly 5,700 jobs

have been created or announced with over \$1.3 billion in capital investment and includes such household named companies as Sub-Zero, Andersen Windows, Ball Corporation, and UPS.

**| Silver Winner |**



*"Costco, It's Your Birthday"*  
*Retail Attraction Campaign*  
**City of Surprise Economic Development**  
Surprise, AZ

Through a creative, community-driven annual "Costco, It's Your Birthday" campaign, the City of Surprise, Arizona was able to transition a most-requested retailer to a win. The initiative started in 2015 with biennial most-wanted retail survey and dedicated retail and restaurant attraction strategy. As a relatively new, fast-growth community, Surprise has been eager to attract more jobs and signature retail amenities to enhance the tax base and increase the local quality of life. With 3,000-4,300 local survey respondents each year, the survey holds the city's top record for local survey participation, and more than half of the respondents consistently selected Costco as their top most-wanted retailer. Identifying September 15, 1983 as Costco's founding date, the Surprise Economic Development team utilized a targeted community engagement strategy to wish Costco a happy birthday to galvanize greater attention. Regular outreach to Costco for a happy birthday eventually attracted the company's attention, helped the Economic Development Department secure a meeting, and after extensive discussions, secured a commitment from Costco in the City of Surprise in late 2018.

# Program Awards

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*Population: 200,000 - 500,000*

**| Bronze Winner |**



*Vision 2020*

**Greater San Marcos Partnership**  
San Marcos, TX

Vision 2020 is a five-year strategic plan for the entirety of the Greater San Marcos region. Stakeholders from all seven communities within the region collaborate on this initiative focused on elevating the quality of life of residents throughout the entire region. Led by the Greater San Marcos Partnership and Market Street Services, the strategy is the foundation for all programs and projects the GSMP and its regional EDO partners undertake throughout 2016-2020. Vision 2020 is aligned with the GSMP mission and goals focused on job creation, job retention, quality of life, and more.

Vision 2020 consists of five foundational pillars:

1. Define and promote the Greater San Marcos Value Proposition
2. Support Quality Growth in Export-Oriented Target Sectors
  - a. Existing business
  - b. Market positioning
  - c. Entrepreneurship
  - d. Competitive assets
3. Optimize the Local Talent Base
  - a. Pre-K to 16
  - b. Talent Retention & Attraction
  - c. Leadership & Inclusion
4. Accommodate and Manage Quality Growth
  - a. Natural Resources & Sustainability
  - b. Infrastructure
  - c. Business & Political Climate

5. Create Destination Appeal

- a. Lifestyle amenities
- b. Housing
- c. Activity Centers
- d. Destination District

*Population: more than 500,000*

**| Gold Winners |**



*Elliot Road Technology Corridor - Multi-Year Economic Development Program*

**City of Mesa, AZ - Office of  
Economic Development**  
Mesa, AZ

The City of Mesa's Office of Economic Development (OED) sought to create a brand-new employment district that would diversify our economy by attracting new industries focused on technology-driven investment and development.

Across a five-mile stretch of road in the Gateway District, sat several thousand acres with untapped development potential due to a confluence of redundant and critical electric, water and fiber infrastructure. This infrastructure along with an innovative, city-led overlay district reducing entitlement timelines from six months to six weeks, would help establish the Elliot Road Technology Corridor (ERTC) as one of the premier locations for mission critical, technology and advanced manufacturing companies in the country.

The City of Mesa has invested over \$15 million in streetscape improvements in Elliot Road, and \$350 million in water and sewer facilities directly supporting the ERTC. These investments are paying dividends, as the ERTC is now home to Apple's \$2 billion Global Command Center, a future \$1 billion mission critical campus for Google, and major technology and manufacturing facilities for Able Grid Energy, Digital Realty, Comarch, CyrusOne,

# Program Awards

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EdgeConnex, EdgeCore, Niagara Bottling, and NTT. The creation of the ERTC has brought new industries to Mesa that did not exist less than a decade ago.

# INVEST VICTORIA

*Melbourne, Australia's Tech Hub*  
**Government of Victoria, Australia -  
Victorian Government Investment office,  
America and Invest Victoria**  
Melbourne, Victoria, Australia

In 2014, the State Government of Victoria, Australia embarked on a strategy to build Melbourne, its capital city, as an internationally recognized tech hub. One key initiative of this project was encouraging more US sourced FDI and in particular tech companies into Melbourne. The Victorian Government's international FDI Agency, Invest Victoria, together with the Government's US Trade and Investment offices in San Francisco, New York, Boston and Washington DC were tasked with this project. A team with tech and investment capability and knowledge was formed across the US and in Melbourne to provide advanced facilitation services to US tech companies. The team was provided with fixed targets in jobs, project numbers and investment.

The project has successfully contributed to the development of Melbourne as an international tech hub, attractive to international investors and companies. Between 2014 and 2020, the team attracted more than 80 companies, creating thousands of new high skilled tech roles. The project far exceeded expectations, and significantly contributed to the development of Melbourne as a leading tech hub in the Asia-Pacific region.

The project has also served to expand the local tech ecosystem, bringing new capability, talent and knowledge into Melbourne, driving local innovation and creating jobs in the local digital economy to meet growing graduate demand. The project was a success largely due to the development of strong FDI skills, talent and capability in the professional eco-

nomics development and investment project team members.

**| Bronze Winner |**

The logo for the Tulsa Regional Chamber features a green swoosh above the text "TULSA REGIONAL CHAMBER" in a bold, blue, sans-serif font.

# TULSA REGIONAL CHAMBER

*Tulsa's Future Regional Economic  
Development Partnership*  
**Tulsa Regional Chamber**  
Tulsa, OK

Tulsa's Future is a public-private regional economic development partnership led by the Tulsa Regional Chamber. This collaborative effort includes the City of Tulsa, 201 private investors from the northeast Oklahoma business community, and a number of regional and tribal partners, all working together to further economic prosperity.

Now in its third five-year phase, Tulsa's Future is a holistic approach to economic development. Business retention, expansion and attraction remain at the core, but entrepreneurship, workforce attraction and quality of life issues — such as downtown revitalization and education — are also part of the region's plan for economic prosperity.

Tulsa's Future identified four pillars of growth to focus on during phase III to address job creation, educational attainment, entrepreneurial and startup support, and quality of life initiatives. The regional partners collectively address each of these issues to attract high-quality employers to the Tulsa area.



# Program Awards

## Business Retention and Expansion (BRE) Initiatives

*Population: less than 25,000*

| **Gold Winner** |



*Mukwonago Business Retention and Expansion Program*

**Village of Mukwonago**  
Mukwonago, WI

Mukwonago resides at the intersection of life, leisure, and economic leadership. Minutes from Milwaukee with convenient access to Chicago and Madison, Mukwonago couples urban amenities with a quaint small-town lifestyle. Our BRE Program strives to maintain a conversation with local businesses to serve as a point-of-contact and is designed to: 1) gather information to help retain business and assist with expansion/relocation, 2) understand and adapt to changes in the local/regional economy, and 3) advocate for the concerns of the business community and facilitate with other agencies necessary for development. The overall goal of the program is to learn about local businesses challenges and how the Village can help mitigate these challenges and foster an entrepreneurial mindset in our business community. We were able to create an industrial park with the collective impact of \$68M in projected investment with over \$33M of that already in the ground between 2018 and 2020. The Village's commitment to business retention and expansion has far-reaching economic benefits. Businesses throughout the region have noticed this commitment. As a result, the Village will continue to expand its economic development and grow as a desirable place to live, work, and play.

| **Silver Winner** |



*Glacier Rail Park/ Kalispell Core Area Development and Trail*

**City of Kalispell, Flathead County**  
**Economic Development Authority**  
Kalispell, MT

In 2015 the railroad only served CHS and Northwest Drywall. A lack of land and zoning restrictions prevent expansion or modernization of either business. A once thriving downtown experienced a decline in tax base and job opportunities. The City produced the Kalispell Core Area Plan with input from business owners and the public. Their vision: remove the tracks AND retain rail service. Flathead County EDA purchased a reclaimed gravel pit (brownfield) for the Glacier Rail Park (Park). The Park allowed CHS and NW Drywall to upgrade their facilities and grow their businesses. Northern Plastics nearly left the Flathead County due to a lack of a suitable building site. The Park will allow N. Plastics to expand their facilities.

Northern Plastics anticipates hiring 30 employees within a year. CHS and NW Drywall retained jobs and expects to add jobs in the future. A TEDD was created for the Park. The downtown TIF District expects to grow as 44 acres of un- and under- developed properties are developed. Three projects in the TIF District are under construction, a \$35 million mix use development is in the planning stages, and a major landowner is developing plans for a 3-acre site.

# Program Awards

## | Bronze Winner |



*Business Retention and Expansion*  
**Kerr Economic  
Development Corporation**  
Kerrville, TX

Covid-19 forced KEDC, as an organization, to think quick and pivot. Kerrville Together became the mantra not only at the Kerr Economic Development Corporation, but the entire business community as well. During the economic crisis Kerrville Together was the cherry-on-top of KEDC's BRE initiative, which started in 2017, and was a culmination of a body of work that has helped create more than 1,100 manufacturing jobs over a 3-year period.

KEDC efforts have resulted in the retention of 90 % of manufacturing and primary jobs in the area and a 7 % increase in sales tax revenue during COVID. As well as the announcement of a game-changing project in August 2020, Killdeer Mountain Manufacturing.

KEDC successfully launched the first Annual Hill Country 40 Under 40 Event with Award winners announced in September 2020. They were also a part of the historic success in obtaining the required petition signatures for the Precinct 2 Initiative, to legalize alcohol sales for local businesses.

Founded in 2010, KEDC's mission is to retain existing jobs and create new job opportunities in Kerrville and Kerr County, which helps benefit the Hill Country quality of life.

*Population: 25,000 - 200,000*

## | Gold Winner |



## *Business Retention and Expansion*

**Savannah Economic  
Development Authority**  
Savannah, GA

Savannah Economic Development Authority's (SEDA) Business Retention and Expansion (BRE) department, established in 2004, conducts more than 100 company visits annually to support local businesses with expansion projects and challenges. In 2018, SEDA made an intentional shift to address the main issue faced by companies - workforce. The overarching goal of the new department has become working on long-term solutions that will address systemic challenges, prioritizing prevention over reactionary solutions. The revamped BRE department addresses workforce needs through targeted initiatives while ensuring businesses have access to programs, services, partnerships, and incentives. Some initiatives over the past year include the launch of the Workforce Initiatives Fund (WIF) and the Economic Development for Educators program. The WIF was created to assist childcare facilities in Chatham County in becoming Quality Rated. The Economic Development for Educators program is a three-session program that connects business leaders to those with direct access to students. The goal is to help build relationships between school staff and local companies and create an awareness of the lesser known companies and in-demand job opportunities for students after graduation. SEDA's BRE program has achieved great success by enabling business growth and addressing challenges faced by local employers.

## | Silver Winner |



*Shoals Employment  
Growth Program (EGP)*

**Shoals Economic Development Authority**  
Florence, AL

The Shoals Employment Growth Program (EGP) is a job creation program that is designed to encourage full-time employment growth through a streamlined process that provides assistance to eligible applicants

# Program Awards

offering new employment opportunities for Shoals citizens. Shoals area for-profit companies that operate under certain business activities listed in the North American Industrial Classification System (NAICS) can be reimbursed up to \$8,000 for each new qualifying full-time employee hired, up to ten new full-time employment positions per year. The new full-time employment positions must be at least \$11.00 per hour or the applicable Standard Occupational Classification as established by the most recent wage survey of the State of Alabama at the time the job was created, whichever hourly wage is greater.

## | Bronze Winner |



*Trade Show Brigade*  
**Ponca City Development Authority**  
Ponca City, OK

Industry promotion and new client/contract recruitment for Ponca City manufacturers is the goal of the Trade Show Brigade. This program, created by Laurence Beliel, Director of BR&E for PCDA in 2016, is a way to promote Ponca City manufacturers and industry at relevant contracting Trade shows. The PCDA Board of Trustees approved a \$25,000 budget to invite industry to participate in a Ponca City booth at the 2017 Design 2 Part show in Grapevine, Texas. Industry was responsible for their travel and hotel while PCDA shouldered the cost of the conference and booth for up to three manufacturers.

Only two manufacturers were excited about the tradeshow. The third company had to be convinced. All of these companies have negotiated new contracts (long term) and had several leads at the conclusion of the first three day show. But the most exciting part of the show for BR&E purposes, was that these three owners talked and found out what each of their capabilities were, what type of customers each needed to grow and B2B alignment to save their customers money. Being in close proximity of each other in Ponca City is not

the same as sharing meals and hanging out in a booth and this is how business to business partnerships in our community have grown.

*Population: 200,000 - 500,000*

## | Gold Winners |



*Advance St. Tammany*  
**St. Tammany Corporation**  
Mandeville, LA

Advance St. Tammany is a multi-layered Business Assistance Program intentionally designed to support the needs of St. Tammany businesses. Through thoughtful outreach, creative solution finding and a collaborative mindset, Advance St. Tammany intentionally provides the following business solutions and services to business and industry in the parish: Economic Development Support Programs; Site Selection & Certification; Market Research, Business Intelligence & Communications; Workforce Training & Talent Retention; Government Relations & Partner Connections.

As the lead economic development organization for St. Tammany, St. Tammany Corporation's mission is to create capacity and sophistication as an organization resulting in transformational leadership with the greater outcome of economic prosperity for all of St. Tammany. Our vision is to strategically align the economic landscape in St. Tammany to be the destination of choice for highly-skilled talent and business formation, attraction, expansion and retention.

# Program Awards

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*Arlington Premiere*  
**Arlington Economic Development**  
Arlington, VA

Arlington Economic Development's (AED) Business Investment Group strives to increase Arlington tax revenues through the attraction, retention, expansion and creation of a diverse business community. BIG serves as a liaison between business, the real estate community and Arlington County departments to find creative solutions to optimize the Arlington Experience.

AED's signature event, the semi-annual Arlington Premiere, recognizes the substantial contributions of the County's business community to creating high-quality employment opportunities, maintaining a balanced fiscal budget, and offering world-class amenities to our residents. Since its launch in 2015, the Premiere has welcomed over 350 new businesses to Arlington at an exclusive reception honoring the hard work and determination that went into opening their doors.

Greeted by a stylish photo booth, a key to the County, and catered to by a standout local restaurant, attending business owners are given the star treatment throughout the evening. Underneath the flashy exterior, the Premiere provides a singular opportunity for the attendees to connect with key resources in the business community and County government.

For each edition of Arlington Premiere, AED coordinates tables for community resource partners to facilitate engagement with the attending businesses. Staffed by members from each partner and staged with informational brochures, the tables allow for the new businesses to build valuable connections to help grow their operations in the future. The participating resource partners include Arlington's Business Improvement Districts, Chamber of Commerce, and various County Departments.

*Population: more than 500,000*

**| Gold Winner |**



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

*Match on Main*  
**Michigan Economic  
Development Corporation**  
Lansing, MI

Many small businesses have difficulty gaining access to capital. "Match on Main" is a grant program that supports small businesses located in Select or Master level Michigan Main Street communities and provides funding for technical assistance, interior renovations, and working capital to new or expanding businesses. To be eligible for the program, a business must activate underutilized or vacant space within their storefront or adjacent exterior. New and expanding businesses bring jobs to Main Street districts. Match on Main provides an incentive through grant funding for businesses that fit a community's economic development strategy and priorities. Likewise, Match on Main offers expanding businesses capital to help them grow, retain jobs, and hire new employees by freeing up capital and decreasing their debt load. Downtown districts across Michigan find value in activating vacant or underutilized space, attracting new customers and overall supporting a vibrant downtown district. This leads to an increased tax base and higher property values.

# Program Awards

## Entrepreneurship

*Population: less than 25,000*

| Gold Winner |



*TRYincubator (The RailYard Incubator)*  
**The RailYard - 507 W Main Denison LP**  
Denison, TX

This project includes an innovative investor, a dynamic city council, a strategic downtown vision, a 120-year-old building, 7 aggressive entities, a tax-increment reinvestment zone, and an immeasurable positive impact on the entire community!

In July 2016, Josh Massey placed a contract on 507 W Main St in Denison and the journey to find a match for Denison's Downtown Vision 2020 with ROI began.

Through a \$100K Destination Creation Grant from Denison Development Foundation and significant funding of his own, Josh created an incubator food hall and 4 loft apartments.

Harnessing the top talent from the area's culinary programs and pent up demand from chef prospects, TRYincubator currently supports 35 jobs, and paves the way for more as entrepreneurs perfect their ideas and menus preparing to launch their own restaurants.

This redevelopment raised the tax base more than 10X and created an increment of \$1,445,000 in the Downtown TIRZ, while adding to the entertainment venues that were desired.

This project impacts the overall quality of life by contributing to the strategic plan Vision 2020 of increasing the number of residential lofts and dining experiences for Downtown.

| Silver Winner |



*Startup Ada Boot Camp*  
**Ada Jobs Foundation**  
Ada, OK

The Startup Ada Boot Camp (SABC) is a 6-week cohort-based program designed to equip entrepreneurs with the education and resources needed to take their businesses from the idea stage to being ready to pitch. SABC brings together early-stage startups and small businesses in the rural Oklahoma region for six consecutive Tuesday afternoons leading into "Demonstration Day" session at The Big Pitch Ada event at the end of the six-weeks. Each class includes an expert speaker, topic-based educational curriculum, peer-to-peer interaction, an active work period for hands-on learning, and networking opportunities. Topics include Customer Discovery, Legal Basics, Intellectual Property, Creating a Minimum Viable Product, Startup Financing, Marketing & Branding, and How to be Pitch Ready.

| Bronze Winner |



*The Pottawatomie County Small  
Business Development and  
Entrepreneurship Program*  
**Pottawatomie County Economic  
Development Corporation**  
Wamego, KS

The Entrepreneurship program is divided into loans, programs, and projects in cooperation with other agencies most notably Network Kansas (Kansas Center for Entrepreneurship)



# Program Awards

and the Washburn University Small Business Development Center. The overall goal of the project/program is to develop programs for small and new business as well as supporting their efforts for legislation and advocacy and working closely with existing resources, with key objectives of using the E-Community Revolving Loan Fund which is available to start-ups and other small businesses for gap financing.

*Population: 25,000 - 200,000*

**| Gold Winners |**



*TechPlace*

**Burlington Economic Development**  
Burlington, Ontario, Canada

As a part of The City of Burlington Strategic Plan 2015-2040, we were tasked to “Create and invest in a system that supports the start-up and growth of businesses and entrepreneurship.” This led to the launch of TechPlace, a one-stop innovation centre for new and growing technology companies. It is 100% led by Burlington Economic Development and opened in 2017. This modern 8,600 sq. ft space features dynamic collaboration spaces, private meeting rooms, event space and offices designed to encourage peer-to-peer learning and company growth. TechPlace provides tech companies (both new and growing) with access to space, resources, programming, and mentorship through a growing partnership network and by creating an environment that is focused on generating opportunities for growth. Companies utilize it through four paths: the LaunchPad Program, the Soft-Landing program, as Endorsed Users, and events. As a part of the LaunchPad program, companies pay subsidized rent and receive a private office space at TechPlace and the opportunity to be part of the programming and space. TechPlace offers LaunchPads for scale-up companies

and soft-landings. Many of the companies hire new and local Burlington employees to support their growth.



*RISE Partnership for Emerging  
Sandusky Business Grant*  
**Erie County Economic  
Development Corporation**  
Sandusky, OH

Erie County Economic Development Corporation’s Regional Incubator for Sustainability and Entrepreneurship, RISE, formed a unique partnership with private developers H2 Property Holdings, and public partners including the City of Sandusky, to implement the “Emerging Sandusky Business Grant Initiative.” The innovative grant program supported the redevelopment of four historic buildings in downtown Sandusky through rent abatement to early stage entrepreneurs. The public-private partnership extended beyond the grant program, culminating in a special event grand opening of one of the refurbished spaces – The Marketplace at Cooke, a \$7.5 million project. RISE played an integral role in preparing the entrepreneur-tenants for opening through business advising and selecting grant recipients (6 grants valued at \$45,000 awarded). In addition, RISE planned components of the Grand Opening of the Marketplace at Cooke which featured additional start-up retailers, and promoted the event which brought in 4,000 attendees through an “Ask Me Anything” e-mail campaign featuring the entrepreneurs. The public-private partnership leveraged financing from local developers, social capital of public partners, ambition of local entrepreneurs, and the technical expertise of RISE to make this catalytic downtown project a success.

# Program Awards

## | Bronze Winners |



### *Startup.Burbank Pitch Fest* **City of Burbank** Burbank, CA

Burbank Economic Development launched the first series of entrepreneurial events known as Burbank Tech Talks in September 2016. The speaker series stemmed from the original Burbank Tech Summit held in November 2015, when more than 200 business owners, entrepreneurs, and technology enthusiasts gathered in Burbank for the first time. Feedback suggested that Burbank Economic Development create more frequent opportunities for entrepreneurs to network and collaborate. As a result, Burbank Tech Talks was launched with eight professional networking and speaker events in partnership with TechFire, the LA region's leading producer of tech events. The inaugural season included renowned entrepreneurs Michael Karney from UpFront Ventures and Thomas Gewecke, Chief Digital Officer and Executive Vice President of Strategy for Warner Bros.

After two years of successful talks serving more than 1,000 entrepreneurs, Burbank Economic Development took programming to the next level. Harnessing the entrepreneurial spirit of more than 154,000 employees with a high concentration in entertainment, health-care, and technology jobs, Startup.Burbank Pitch Festival was created in 2018. Entrepreneurs are given the opportunity to 'pitch' their ideas to a panel of investors and receive feedback and mentoring. Due to its success, it was repeated in 2019. This submission will focus on the 2019 event.



## Central Houston

*Downtown Launchpad*  
**Central Houston, Inc.**  
Houston, TX

Central Houston, Inc.'s mission is to strengthen and revitalize Downtown. Collaborating with public officials, developers and businesses, Central Houston has facilitated dozens of public and private projects over the past 30 years. The organization's leadership and oversight will continue to play a critical role Downtown. One strategic priority, in collaboration with the City of Houston, is to establish a vibrant innovation space that will become the center of gravity for technology and entrepreneurship in the northern node of the Houston Innovation Corridor.

The 17,000 square foot Downtown Launchpad provides dedicated workspace for high-quality startup programs, including globally recognized startup accelerators, MassChallenge and gener8tor, and global incubator Impact Hub. This collaborative model requires the presence of a talented workforce, functional workspace, a concentration of research assets including universities and access business support services. The Downtown Launchpad is part of Amegy Bank's transformation of their Downtown building into an inclusive vertically intergraded mid-rise dedicated to startup and entrepreneurs. The physical design enables startups and entrepreneurs to seamlessly navigate through all stages of startup production in one premier office location.

# Program Awards

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*Population: 200,000 - 500,000*

| **Silver Winner** |



## **Choctaw Nation Division of Commerce**

Department of Business & Economic Development

*Choctaw Small Business Development*

### **Choctaw Nation Small Business Development**

Durant, OK

Choctaw Small Business Development is a program that was developed in October 2015 to provide direct assistance to Choctaw Tribal Members that are seeking to start a new small business or looking to expand their current business to create and retain jobs within our communities. We refer to them as Chahtapreneurs. The program focuses on one-on-one business assistance, services, training and networking opportunities within our region.

Since the program's inception Choctaw Small Business Development has expanded its operations by adding additional services to further benefit the client. Over the last five years, Choctaw Small Business Development has strategically placed five regional small business advising offices with staff, including two rural co-working for businesses to operate at low cost. The program has developed additional services to further assist clients that include a \$5,000 forgivable loan program, furniture / fixture donation program, logo and graphic design program, \$200 marketing allowance program, mystery shopper program and access to in-person or virtual training through the website.

*Population: more than 500,000*

| **Gold Winner** |



**PASCO EDC**  
NORTH TAMPA BAY, FLORIDA

*SMARTstart Pasco*

### **Pasco Economic Development Council (Pasco EDC)**

Lutz, FL

Pasco EDC offers a program called SMARTstart that is specifically geared towards helping entrepreneurs with their start-ups and small businesses in Pasco County. We have three strategically placed Entrepreneur Centers throughout the county each with a business incubator on site. Each site has its own unique benefits and entrepreneurs have access to all of the other centers through one membership fee. We previously had two Entrepreneur Centers, and just recently added a third location in a very trendy, up-and-coming area which will attract some new types of entrepreneurs. We offer a free education series which is open to the public as well as a multitude of other programs that can drill down into every entrepreneur needs. We hold a CO.STARTERS license and offer the 9-week training course which works through company business models with a different professional trainer each week of the course. We offer Microloans which is a lending program up to \$50,000 for companies who are not eligible for traditional funding through a traditional lender.

# Program Awards

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| Silver Winner |



*LaunchPoint, Mesa's  
Technology Accelerator*  
**City of Mesa, AZ - Office of  
Economic Development**  
Mesa, AZ

The City of Mesa's entrepreneurship program exists to help businesses at all stages scale, grow, and succeed. Mesa has grown its entrepreneurship efforts in recent years to offer a state-of-the-art physical business innovation space, a regional collaboration of startup week activities, and robust community building events.

LaunchPoint, Mesa's Technology Accelerator, lies at the heart of Mesa's entrepreneurship focus. Located inside the Mesa Center for Higher Education (MCHE) in downtown Mesa, LaunchPoint features dynamic office spaces, wet and dry labs and engaging collaborative spaces. In this setting, companies test ideas, grow current product lines, perform research and development, and build their networks.

From a membership perspective, LaunchPoint is now home to companies in the fields of advanced materials, medical devices, bioinformatics, cyber security, web and app development, CAD animation and engineering, computer hardware and software developers, and a host of other technology connected users. LaunchPoint is proud to host more than 50 employees in the associated 11 member companies, and those companies have raised more than \$12 million for capital investment and equipment.

Additionally, Launchpoint has graduated seven companies that have expanded and outgrown the space.

## Neighborhood and Retail Development

*Population: less than 25,000*

| Gold Winner |



*STARTUP Franklin Southamton*  
**Franklin Southamton  
Economic Development, Inc.**  
Franklin, VA

STARTUP Downtown Franklin was formed in 2017 after receiving a Community Business Launch grant award from the Virginia Department of Housing and Community Development (DHCD). The program is administered by Franklin Southamton Economic Development, Inc. and the Downtown Franklin Association. The program can be broken down into four steps: Apply, Learn, Pitch, Win. Potential business owners apply to participate in the competition, they must attend six business classes taught by local professors and business stakeholders, they must submit a business plan and conduct a business pitch to a panel of judges, then three winners are announced based on the business plan and pitch scores. The grand prize winner receives \$20,000, the runner-up is awarded \$10,000, and third place is given \$8,000. All prize monies are administered as a reimbursable grant. We have completed three iterations of the program, with 11 new businesses open and operating in Downtown Franklin and 1 in Southamton County, Virginia.

Franklin Southamton Economic Development, Inc. (FSEDI) is a 501(c)3 non-profit representing the economic development efforts of the City of Franklin and Southamton County. The four areas of organizational focus are as follows: business attraction and retention, small business development, entrepreneurship and tourism.

# Program Awards

| Silver Winner |



*Louisiana Development Ready  
Community Program*

**Louisiana Economic Development**  
Baton Rouge, LA

The Louisiana Development Ready Communities (LDRC) program encourages and supports selected Louisiana communities to become development ready, competitive and ready to accept business into the community by implementing a strategic community and economic development plan.

The program is implemented and supported by Louisiana Economic Development in conjunction with local and regional partners.

*Population: 25,000 - 200,000*

| Bronze Winner |



*City Central*

**Ponca City Development Authority**  
Ponca City, OK

City Central, a six story commercial building in the heart of downtown Ponca City, was donated to the City of Ponca City in late 2016 and given to Ponca City Development Authority, an economic development trust of the City, to manage. PCDA applied and was granted a \$1.25 million matching grant to revamp and revitalize this former bank building. PCDA has taken this building from a 22 percent occupancy with aging interior and exterior to a thriving co-work, conference and commercial office space at a current occupancy of 52 percent, complete with community art features and techie meeting space needed in this time of COVID.

*Population: 200,000 - 500,000*

| Gold Winner |



*iVillage at MLK*  
**Invest Atlanta**  
Atlanta, GA

iVillage at MLK is the first shipping container village in the city of Atlanta. It is directly located off the Metropolitan Atlanta Rapid Transit Authority (MARTA) H.E. Holmes Station. Using shipping containers, iVillage provides nine, 180 square foot spaces meant for businesses spanning office, retail, and food and beverage. The project has created nine permanent jobs since its opening in 2019.

*Population: more than 500,000*

| Silver Winners |



*Transforming Space Into Place-City of  
Dallas SHOP Renovations*

**City of Dallas Office of  
Economic Development**  
Dallas, TX

Dallas Office of Economic Development and SHOP Development partnered to revitalize and reinvent 3 aging auto-oriented neighborhood shopping centers: Casa View, Hillcrest Village, and Lakeridge.

All three projects had similar goals: 1) Modernize older yet architecturally interesting run-down retail centers; 2) Create a walkable and inviting retail experience that includes public gathering space; and 3) Explore how public/private community investment can positively impact quality of life.



# Program Awards

Casa View had architecturally distinctive mid-century characteristics, originally designed by HKS Architects founder Harwood K. Smith. With the help of a \$1 million grant from the City, SHOP fully renovated the property and re-established a long-neglected interior courtyard as a key placemaking feature.

With a \$3 million grant from the City, SHOP reimagined Hillcrest Village, a ubiquitous suburban-style center, by converting a portion of the surface parking lot into a City park while right-sizing and re-orienting the retail spaces around the new park.

Because the property condition and tenant mix made SHOP's initial redevelopment of Lakeridge financially untenable, the City provided a \$4.5 million TIF subsidy to help SHOP fully renovate the property, convert a portion of the parking lot into a private (but publicly accessible) open space, and install multiple oversized outdoor patios.



*Micro-Business Relief Program*  
**City of Albuquerque,**  
**Economic Development Department**  
Albuquerque, NM

Albuquerque's Micro-Business Relief Program provided 150 qualifying micro-businesses with working capital grants of \$5,000 each, totaling \$750,000, to support daily operating expenses and overcome temporary revenue losses at the outset of COVID-19. To qualify, businesses had to have no more than 5 employees, owner included; be registered and physically located in city limits; show financial hardship due to COVID-19; and have been in business for at least 6 months. Our program got rapid funding into the hands of entrepreneurs who otherwise may not have had any access, or access quickly enough, to survive the early stages of the crisis. By providing near-unrestricted funds at no cost, the City implemented an unprecedented municipal effort to save those diverse businesses that not only comprise the backbone of our local economy but that also add vibrancy to our

neighborhoods, contribute to industry diversification, lift individuals and families from poverty, stimulate other new businesses, and create jobs.

## Talent Development and Retention

*Population: less than 25,000*

**| Gold Winner |**



*The Pick Perry Campaign*  
**Perry County Development Corporation**  
Tell City, IN

The Pick Perry Campaign, an evolving, community-owned movement, focuses on retaining and attracting talent to Perry County, Indiana. Its core principles are community self-love, the power of collaboration, and the value of innovation and inclusion. By embracing the sweet realities of small-town life, the campaign shifts the paradigm of life in rural America by focusing on what we DO have rather than what we do not. A collaboration between local economic development, chamber of commerce and tourism in response to declining population, a growing number of open positions and overall lackluster community attitude, the project created a new community brand, a shared website, a strong social media presence and more. The campaign serves as an outlet for residents to express their love for and pride in the community and as a result, we have mobilized our community's collective power to grow.

# Program Awards

## | Silver Winners |



*Summer Intern Program*  
**Kossuth/Palo Alto County  
Economic Development Corp.**  
Algona, IA

Kossuth/Palo County Economic Development Corporation (K/PACEDC) provides a Summer Intern Program for students that have graduated from high school and are enrolled in college. The Intern Program was developed in 1999 as a workforce initiative to attract and keep our high school and college graduates in the area to maintain a skilled workforce and to learn and receive job training for future employment. This was the first locally grown, Iowa based Intern Program. K/PACEDC has been acknowledged state-wide for developing the initial Intern Program that many county entities are now trying to mirror. The program is celebrating its 21st year of existence with approximately 35-40 businesses employing interns and over 60 Interns enrolled annually.

The interns participate in networking events and skill building training sessions throughout the summer. The networking and training events allow interns a chance to become acquainted with each other and offers an opportunity to network with CEO's and company managers. The Intern Program provides opportunities to expand leadership, network with business leaders, and emphasize the importance of volunteerism.



*CIEDA Talent Development Program*  
**Claremore Industrial & Economic  
Development Authority (CIEDA)**  
Claremore, OK

The Claremore Industrial and Economic Development Authority (CIEDA) is a public trust organization formed in 1948 in Oklahoma to make efficient use of economic resources, stimulating economic growth and development for the City of Claremore and Rogers County. CIEDA facilitates the recruitment, retention, and expansion of primary industry jobs while growing the sales tax base through recruitment of new destination retail businesses. CIEDA has a strong commitment to investing in the current and future talent pipelines that fulfill primary jobs through its talent development and retention initiatives.

Rogers County employers have shared a desire and need for skilled workforce participants. The goal of CIEDA's workforce initiatives is to connect prospective employees and businesses promoting career pathways and strengthening the future Rogers County workforce pipeline and training offerings.

Utilizing student placement, career simulation programming, and direct connections to employers, CIEDA is actively working to ensure Rogers County's students are engaged with future career opportunities. Through these unique workforce offerings, Claremore's manufacturing and business partners are directly involved in developing the next generation of employees, taking a hands on approach to developing its economic future. Initiatives like career awareness tours, internship opportunities, and the Partners in Education program are essential to generating interest for in-demand occupations, showcasing local career opportunities. Additionally, CIEDA continues to collaborate with regional workforce partners to support Rogers County's justice-involved community.

# Program Awards

*Population: 25,000 - 200,000*

**| Gold Winner |**



*Washburn Tech East Campus formerly  
East Topeka Learning Center*

**GO Topeka**  
Topeka, KS

GO Topeka, a Greater Topeka Partnership organization, serves as the community leader in fostering opportunities for economic growth and prosperity for Topeka and Shawnee County. This initiative as the East Topeka Learning Center Project and ultimately known as Washburn Tech East was created to meet the needs identified in our economic development strategy, including efforts to reduce the financial burden of college degree and certificate programs for disadvantaged residents and connecting businesses with education providers to identify opportunities for new degree programs and curriculum that support business growth.

**| Silver Winner |**



*Pflugerville HDJT Program*  
**Pflugerville Community  
Development Corporation**  
Pflugerville, TX

The Pflugerville Community Development Corporation (PCDC) is a Type 4B corporation providing economic development services for Pflugerville. PCDC partnered with the Workforce Solutions Capital Area Board (WFSCA) to fund \$300,000 in equipment and training supplies to expand an existing emergency medical technician (EMT) training program in the local high school. The goal of this project

was to fill the growing need for workforce development and to create a workforce pipeline from existing resources. Pflugerville has no community college or training center, but it does have a strong high school program. We sought to provide opportunities for high school students to seek emergency medical training and enter high-demand occupations and/or pursue other medical occupations in our area. The High Demand Job Training (HDJT) grant is a matching grant with the State of Texas and focuses on training for specific occupations that are needed in a region. To be eligible, a local economic development corporation (Type 4A or 4B) must work with the local workforce board. The maximum for any workforce board to receive from the state is \$150,000 per year. The PCDC provided the \$150,000 matching grant allowing the WFS-CA board to receive the maximum matching funds from the state.

**| Bronze Winner |**



*City of Schertz Job Shadow Day*  
**City of Schertz Economic  
Development Corporation**  
Schertz, TX

The City of Schertz Economic Development Corporation (SEDC) assists business/industry in locating, developing, and expanding within the Schertz community. Schertz Job Shadow Day focuses on bringing together local students, schools, and businesses to connect employers to future talent, while opening attendees' minds to a variety of available careers. The purpose of Schertz Job Shadow Day is to foster connections between young, future talent and local companies. By building connections and encouraging a broader discussion of how the education and business sectors can work together, Schertz can help produce successful working professionals.

# Program Awards

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*Population: more than 500,000*

| **Gold Winner** |



*Arizona Advanced  
Manufacturing Institute (AzAMI)*  
**City of Mesa, AZ -  
Office of Economic Development**  
Mesa, AZ

Over the past decade, the City of Mesa Office of Economic Development (OED) has focused on improving educational attainment and workforce development in Mesa through many programs. Mesa Community College (MCC), which is Mesa's largest higher educational campus with an enrollment of 20,000+ students, has been a key partner in OED's workforce efforts.

In 2014, MCC developed the Arizona Advanced Manufacturing Institute (AzAMI), a unique center of excellence that, 1) develops skilled, career educated and ready-to-work employees in areas such as automation, machining, electronics, welding and drafting, and additive manufacturing technology, and 2) provides regional Arizona business and industry partners a ready pipeline of employable talent.

Mesa OED maintains longstanding relationships with the City's key employers by conducting business retention and expansion visits with these key employers. Recently, Mesa OED facilitated a partnership between AzAMI and Boeing, which employs more than 4,500 at their Mesa facility. Boeing has maintained a significant operation in Mesa for decades and is currently, with AzAMI's assistance, developing a pipeline to recruit an additional 450 technicians through 2022. Partnerships such as these have differentiated Mesa, as well as the region, as a leader in the aerospace and defense sector.

| **Silver Winners** |



*Talent 2.0 Regional Workforce Strategy*  
**Larimer County Economic  
& Workforce Development**  
Larimer County, CO

Talent 2.0 is an effort in Northern Colorado to produce a dynamic labor market with a strong talent pipeline that support employer's current and future needs and provides residents with upwardly mobile career options and opportunities to improve their skills. This plan strategically links economic development, workforce development and elements of human services to create an ecosystem that yields better jobs, invests in people to fill those jobs and creates an inclusive system that supports all members of our community to fully participate in the economy. This effort was critical to maintaining our regional competitiveness in the pre-pandemic economy, and is even more critical in the covid-19 environment. An outcome of this endeavor is the creation of greater alignment and opportunities for leverage across systems that have historically had difficulty collaborating, i.e. public workforce system, regional and local economic development and social services. In our region we've enjoyed positive relationships amongst these sectors, but had not intentionally taken steps to integrate them in order to find collaborative solutions for our shared customers. In creating a high-trust cross-sector approach to economic and workforce development, Northern Colorado has been able to create greater impact and foster economic resiliency.

# Program Awards



*BE MSP Workplace Toolkit*

**GREATER MSP**

Minneapolis, MN

The BE MSP Workplace Toolkit is a free digital toolkit designed to drive meaningful conversations about diversity, equity and inclusion in the workplace no matter where you may be at in the journey.

| **Bronze Winner** |



*Boeing Talent Development Project*

**Louisiana Economic Development**

Baton Rouge, LA

Boeing is producing the core stage for the Space Launch System at NASA's Michoud Assembly Facility in New Orleans. The largest rocket propellant tanks in existence will be used in NASA's Artemis program. The SLS rocket will carry people and cargo back to the moon—and eventually on to Mars.

Boeing Michoud currently employs several hundred people to support its SLS program. As the Artemis program grows, it anticipates adding a significant number of jobs.

This LED FastStart Boeing project was geared toward recruitment and development of qualified talent for the New Orleans facility. LED FastStart traveled to colleges associated with the space program to analyze their initiatives. By conducting these benchmarking efforts, LED Faststart determined what type of equipment, tooling, facilities, skills, and curriculum were needed to implement a new Aerospace Manufacturing Technology Program in Louisiana.

With over \$2 million in funds from Louisiana Economic Development and the Louisiana Community Technical College System and program implementation expertise from LED FastStart, the new Aerospace Manufacturing Technology Program is up and running at Nunez Community College.

## Real Estate Redevelopment and Reuse

*Population: less than 25,000*

| **Gold Winner** |



*Glacier Rail Park/Kalispell Core Area*

*Development and Trail*

**City of Kalispell**

Kalispell, MT

In 2015 the railroad bisected Kalispell and served just two businesses. A lack of land and zoning restrictions prevent expansion or modernization of either business. A once thriving downtown experienced a decline in tax base and job opportunities. The City produced the Kalispell Core Area Plan with input from business owners and the public. Their vision: remove the tracks AND retain rail service. Flathead County EDA purchased a reclaimed gravel pit (brownfield) for the Glacier Rail Park (Park) with an US EDA grant. CHS, Northwest Drywall, and Northern Plastics fill the Park. The Park transload facility offers businesses another transportation option.

Northern Plastics anticipates hiring 30 employees within a year and more after Phase II expansion. CHS and Northwest Drywall upgraded technology, expanded capacity, retained jobs and expect to add jobs in the future. A TEDD was created for the Park. The downtown TIF District expects to grow as 44 acres of un- and under- developed properties are developed. Three projects in the TIF District are under construction, a \$35 million mix use development is in the planning stages, and a major landowner is developing plans for a 3-acre site.



# Program Awards

## | Bronze Winners |



*Grey Hosiery Mill Reuse*  
**City of Hendersonville Downtown  
Economic Development Office**  
Hendersonville, NC

The Grey Hosiery Mill is an iconic building that connects the 7th Avenue and Main Street districts in Historic Downtown Hendersonville. Originally constructed between 1915 to 1918 with operations as a hosiery mill ceasing in 1967, the building served a variety of uses, before becoming vacant and falling into disrepair over the last 20 years.

The finished project which includes 35 rental units has an estimated property value of \$6,000,000 and is expected to generate an estimated ~ \$65,000 in City and County tax revenue beginning in 2020. The 28 units of workforce housing, combined with the convenient in town location are having a positive impact on quality of life for the area workforce. With early targeted recruitment of tenants from local civil servants, these benefits are assisting our community in supporting and retaining a quality workforce.

The City of Hendersonville Downtown Economic Development Program is a nationally accredited Main Street program and led the Grey Hosiery Mill reuse project, in partnership with the University of North Carolina Development Finance Initiative, Land of Sky Regional Council of Government, and developer Belmont Sayer.



*Putnam Block Redevelopment*  
**Bennington County  
Regional Commission**  
Bennington, VT

The Putnam Block Redevelopment Project blends the brownfield remediation, historic preservation, new construction, community development, and downtown placemaking

efforts that will revitalize the heart of Bennington, the hub of southwestern Vermont. The project is creating a vibrant, mixed-use downtown space with offices, in-town living, restaurants, and retail. It works with the historic downtown buildings, bringing a mix of uses to create great public spaces where you can find many of your daily needs within a short walk.

When construction is complete, the Putnam Block will be home to a tech firm, a real estate agency, an engineering firm, a café, a restaurant, a bookstore, a community health space, and over 100 residents in 30 new units. The residential units will include market-rate housing, workforce-rate housing, and studios/efficiencies for graduate students at the local college.

Annual construction-phase employment and labor income is estimated at 83 direct FTEs with labor income of \$3.26 million, and 41 secondary FTEs with labor income of \$1.64 million.

Annual operational-phase employment and labor income is estimated at 267 direct FTEs with labor income of \$16.39 million, and 184 secondary FTEs with labor income of \$6.69 million.

*Population: 25,000 - 200,000*

## | Gold Winners |

### RIVER RIDGE COMMERCE CENTER

*The River Ridge Commerce Center*  
**River Ridge Development Authority**  
Jeffersonville, IN

In 1998, Clark County, Indiana created a Re-Use Authority, The River Ridge Development Authority (RRDA), for the purpose of accepting conveyance of the 6,000-acre former Indiana Army Ammunition Plant, managing and leasing the real estate and improvements of the property, removing conditions of blight, and developing the 6,000 acres into a commerce and industrial park to increase the economic well-being of Clark County and the State of Indiana.

# Program Awards

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In 2004, the 6,000-acre park was named River Ridge Commerce Center (RRCC). Property transfers began in 2005 and were completed in 2016.

In 2010, RRDA adopted an updated master plan in order to guide development into a world-class business and manufacturing park.

Today, RRCC is a main contributor to economic growth and job creation in the Southern Indiana/Louisville, Kentucky Metro with over 10,500 employees on-site and \$2.4 Billion in overall annual economic impact. This impact includes industrial output, disposable income, and local and state taxes.



*Port of Everett Riverside Business Park*  
**Port of Everett**  
Everett, WA

For more than a century, Port of Everett creates economic opportunity, jobs and expanding the tax base by repurposing marginal industrial lands. The Port's Riverside Business Park is one of several former environmentally impaired wood product mill sites along the Everett WA waterfront acquired by the Port. This 85-acre property formerly operated as a Weyerhaeuser mill 1915 until the late 1980's. After the Port's purchase of the site, a master plan was developed and key economic criteria were established to guide its development. The Port made significant investment in utilities and road infrastructure to support the modern light industrial facility it envisioned. Today, the Park has been developed by four private sector and one public sector partners and supports 600,000 square feet of improvements and 700 jobs in the aerospace, manufacturing and distribution sectors. These jobs in turn support 2,300 indirect jobs and 700 1-year FTE construction jobs and contribute \$730,000 annually to state and local tax base. Key to its redevelopment was work with the State Ecology department, creating standardized and predicable practices that collared development risk.

| **Silver Winner** |



*Ogden Business Exchange*  
**Ogden City Corporation**  
Ogden, UT

The Ogden Business Exchange (OBE) is a redevelopment project led by Ogden City that has transformed a former stockyard into a 51-acre lifestyle business park.

Historically, the site was home to the Ogden Union Stockyards, which operated from 1917-1977 and were known as the biggest stockyard west of Denver. In the 1970s, the stockyards closed due to changes in transportation and food production. The property changed hands several times, eventually falling into disuse and blight.

The goal of the OBE redevelopment project was to create a lifestyle business park which preserved history, invested in the community, and created a location for companies to grow in a unique work environment. Using a complex capital stack, Ogden City completed environmental remediation, demolition, and infrastructure upgrades, and partnered with a developer to build the business park.

OBE is now home to outdoor companies ENVE Composites and Selle Royal; craft beverage producers Ogden's Own Distillery and Roosters B Street Brewery; and the non-profit organization Enable Utah. The taxable value of the site has grown from \$3.8 million to \$35 million. The project also improved community access to outdoor recreation and addressed environmental issues that had led to disinvestment.

# Program Awards

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| Bronze Winner |



*City Point Development*  
**City of North Richland Hills**  
**Economic Development**  
North Richland Hills, TX

Built in the 1970s, North Hills Mall was a thriving regional mall. With competition and changing shopping patterns, customers and tenants moved elsewhere, where the mall eventually closed in 2004. The owner and the city made several attempts to revitalize the property, yet the mall was demolished in 2007, leaving 90 acres of blighted land with deteriorating public utilities and the property value bottoming out at \$6.7 million.

In 2019, after considerable efforts by the city's Economic Development department, Centurion American Development Group purchased the property in conjunction with a Public Improvement District (PID) and Tax Increment Reinvestment Zone (TIRZ). Called City Point, the project will consist of commercial, residential and hospitality uses with an estimated property value of \$187 million.

The project took a decade to finalize, with a unique property owner requiring a unique developer. This multi-faceted public private partnership is applicable for other communities who find themselves in a similar conundrum with large scale, functionally obsolete property in need of redevelopment. City Point serves as a catalyst for renewed economic activity in a mature part of town, with the business and tax base resuming to previous levels, facilitating job growth, and a positive impact to adjacent property.

*Population: more than 500,000*

| Silver Winner |



*Tech Port San Antonio and Project Tech*  
**Port Authority of San Antonio**  
San Antonio, TX

Tech Port San Antonio is the bold development initiative of Port San Antonio to transform the 1,900-acre site into a nationally recognized innovation and technology development center. In 2018, the Port launched an aggressive strategy to construct and lease hundreds of thousands of commercial office space on our campus. With an initial focus on capturing cybersecurity opportunities, a longer-term strategy was soon developed to the grow the campus' core industries - aerospace, advanced manufacturing, energy, and defense - to foster thousands of jobs in leading-edge industries and careers throughout the 21st century.

Since that 2018 launch, more than 2 million square feet of facilities have been leased on the campus, creating over 3,500 new jobs, by more a two dozen companies who have either expanded or relocated to the site.

# Program Awards

## Economic Equity and Inclusion

Population: 25,000 - 200,000

| Gold Winner |



*Humboldt Opioid NWDG*  
**County of Humboldt CAO Office of  
Economic Development**  
Eureka, CA

According to the California Department of Public Health, there were 28 opioid overdose deaths in Humboldt County in 2017, which placed Humboldt as the county with the second highest opioid overdose death rate. The Humboldt County Workforce Development Board applied for a grant with the Employment Development Department in 2018, the National Health Emergency Phase Two: Disaster Recovery National Dislocated Worker Grant for Opioids (Humboldt Opioid NDWG). The grant provides two projects: Temporary Jobs, and Workforce Development Training and Temporary Jobs. All participants complete a 9-hour Ethics training. Upon completion, 10 participants gained employment in temporary jobs related to substance abuse treatment and prevention. An additional 25 participants enrolled in a Certified Alcohol Drug Counselor I (CADC-I) training program that runs 8-10 weeks for 30-40 hours each week, and obtained temporary jobs. This project provides five worksites with subsidized staff. By connecting people in recovery and the unemployed with professions that target substance abuse, this project helps address the economic effects of the opioid crisis and improves the overall quality of lives.

| Silver Winners |



*HOST (Helping Others Support Topeka)*  
**GO Topeka**  
Topeka, KS

GO Topeka, a Greater Topeka Partnership organization, serves as the community leader in fostering opportunities for economic growth and prosperity for Topeka and Shawnee County. HOST (Helping Others Support Topeka) is a small business emergency resource fund that was developed by private sector leaders. Individual donations that are raised are utilized to purchase products or services from Shawnee County businesses. These resources will be distributed to those workers displaced, temporarily or permanently, as a result of the COVID-19 crisis. GO Topeka has complimented this effort led by the private sector by establishing funding for \$1 Million dollars in new small business grants.



*Washburn Tech East formerly East Topeka  
Learning Center*  
**GO Topeka**  
Topeka, KS

GO Topeka, a Greater Topeka Partnership organization, serves as the community leader in fostering opportunities for economic growth and prosperity for Topeka and Shawnee County. This initiative as the East Topeka Learning Center Project and ultimately known as Washburn Tech East was created to meet the needs identified in our economic development strategy, including efforts to reduce the financial burden of college degree and certificate programs for disadvantaged residents and connecting businesses with education providers to identify opportunities for new degree programs and curriculum that support business growth.

# Program Awards

*Population: 200,000 - 500,000*

| **Gold Winner** |



**UPTOWN  
CONSORTIUM, INC.**

*Uptown Economic Inclusion Initiative*

**Uptown Consortium, Inc.**

Cincinnati, OH

Uptown Consortium, Inc.'s (UCI) economic inclusion efforts aim to help community members grow alongside new development in Uptown Cincinnati to retain existing residents and create job, contracting and investment opportunities for minorities and women in underserved communities.

UCI is a nonprofit community development corporation dedicated to Cincinnati's Uptown neighborhoods. Before UCI was established in 2004, the neighborhoods, which are predominantly African American and low-income, experienced decades of disinvestment.

In 2014, UCI contracted WEB Ventures LLC (WEB) to develop a long-term economic inclusion framework and to lead UCI's efforts in Uptown, including the region's first innovation district. With WEB, UCI created a strategy focusing on opportunities throughout the life of a development, from construction to tenant selection and beyond. UCI incorporates lofty inclusion goals into every project through Community Benefits Agreements with development partners.

UCI's inclusion efforts focus on increasing 1) workforce development opportunities for Uptown residents and surrounding low-income zip codes and 2) contracting and investment opportunities for minority- and women-owned businesses.

UCI has always prioritized community engagement to ensure that community organizations and residents have a role in determining their neighborhoods' future. UCI works with neighborhood development corporations and community councils to ensure that residents benefit from development efforts.

| **Silver Winner** |



**NEW ORLEANS  
BUSINESS ALLIANCE**

**CULTURE. EQUITY. PROSPERITY.**

*Youth Demonstration Project*  
**New Orleans Business Alliance**  
New Orleans, LA

The Youth Demonstration Project (YDP) prepares and connects opportunity youth between the ages of 16 and 24, who are disconnected from employment or post-secondary opportunities, with quality employment opportunities in high-demand, high-wage, and high-growth industries. Approximately 7000 of these opportunity youth exist in New Orleans, majority of whom are Black or people of color. Through partnerships with local training providers, youth within this target demographic are provided with training and career coaching in coding and software design, digital media, retail, and advanced manufacturing. The program employs a pay-for-performance model, the first of its kind in the state of Louisiana. To date, 100 youth have participated in the program and 100% of graduates have secured employment and established bank accounts.

The program is a result of collaboration between the New Orleans Business Alliance, the New Orleans Workforce Development Board, and the Mayor's Office of Workforce Development, leveraging direct partnership with local training providers, Operation Spark, the Urban League of Louisiana, and the Youth Empowerment Project (YEP).



# Program Awards

| Bronze Winner |



*Innovations in Healthy Aging  
Startup Competition*

**Arlington Economic Development**  
Arlington, VA

The Innovations in Healthy Aging Startup Competition is a collaborative initiative between multiple Arlington County departments and Culpepper Garden, the County's first and largest affordable housing community for low-income seniors, to address the digital divide that limits low income residents' access to and benefits from innovative technologies. The pitch competition awarded prize monies to three winning startups who presented innovative ideas that leverage emerging technologies for the purpose of improving seniors' health, connection, mobility, and lives. The competition also provided an opportunity for the winners to pilot and implement their technology solution at Culpepper Garden and to prove how their solutions benefited and improved the residents' quality of life.

Arlington Economic Development (AED) is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places. AED provides visionary leadership and superior services to Arlington's business community, its tourism industry and its real estate development.

*Population: more than 500,000*

| Gold Winners |



*REACH*

**Greater Omaha Chamber**  
Omaha, NE

REACH is a program of the Greater Omaha Chamber (GOC) and is a community-wide collaboration to help small and emerging businesses (SEBs) build capacity and respond to contracting opportunities in the greater Omaha region. REACH initiatives have been especially successful in targeting and supporting small, underserved and minority-owned businesses throughout the Omaha Metro.

The most important challenge REACH faces today is to level the playing field for SEBs enabling them to participate equitably in commercial opportunities. In 2015 the Chamber and several stakeholders recognized that there were not enough SEBs with the capacity to significantly participate in contracting opportunities in the metro area. These stakeholders encouraged the development of the collaborative methodology now referred to as the REACH Program. REACH identified three facets of business resources that are both key to the success of small businesses and primarily not available to firms in Omaha's underserved areas. Experiential programming was then developed around these key areas. Omaha's foremost construction industry professionals provide real-world training that is implementable. REACH is a living example of the GOC mission and vision in action. It leverages resources and provides that "catalyst" to initiate the positive change so needed in REACH's target audience.

# Program Awards



## Detroit Regional Partnership

*Pathway Jobs*

**Detroit Regional Partnership**

Detroit Region, MI

The Detroit Regional Partnership (DRP) is a regional economic development organization for the 11-county Detroit Region. The DRP has been focused on Deep Prosperity and Equity and Inclusion since its inception in 2019. We created the “Pathway Jobs” initiative to bring in more jobs that don’t require a college degree, provide a living wage, and provide benefits. The ultimate goal is to raise our residents from poverty and increase our workforce participation rate.

| Silver Winner |



*Mesa, AZ - The nation’s first  
Autism Certified City*

**City of Mesa, AZ – Office of  
Economic Development**

Mesa, AZ

Visit Mesa is the City of Mesa’s destination marketing organization. Visit Mesa set out to become an autism certified travel destination but saw the opportunity to make an impact for an entire city. According to the Centers for Disease Control & Prevention, Autism Spectrum Disorder (ASD) affects a significant number of people and is at a 600 percent increase year after year.

The project’s purpose was to educate and train executives and front-facing hospitality and service staff to better understand ASD and to then better service the needs of ASD travelers. The goal was inclusivity and to ensure individuals with autism and their families enjoy an ideal vacation in Mesa. Visit Mesa worked with global firm IBCCES to gain

its Certified Autism Specialist (CAS) Certification. The primary goal of becoming an autism certified travel destination was quickly surpassed when the entire city embraced the initiative and Mesa, the country’s 35th largest city, was thrust into the national spotlight after being designated the first-ever Autism Certified City in the United States. To date, 60 organizations within the hospitality industry, City of Mesa, and regional communities have committed to Autism Certification, and more organizations looking to join the movement.

## Resiliency, Recovery and Mitigation

*Population: less than 25,000*

| Gold Winner |



*City Bucks Campaign*

**City of Mount Pearl**

Mount Pearl, Newfoundland  
and Labrador, Canada

Updating and improving a city’s infrastructure will continue to be a key factor in realizing a smart city vision. Although an important necessity, it can take a real toll on residents, and on local businesses.

In April 2018, The City of Mount Pearl conducted one of the largest infrastructure projects in the City’s history. The replacement of underground water, sanitary, and storm sewer mains on Commonwealth Avenue, one of Mount Pearl’s major thoroughfares, was absolutely necessary.

The City acknowledged the impact that construction of this scope had on its business community. So, it developed a promotional campaign, ‘Commonwealth Avenue City Bucks’ to support businesses affected by construction and bring people back to the business district.

To celebrate the completion of construction, the City mailed out a \$5.00 ‘City Bucks’

# Program Awards

coupon to every residence in Mount Pearl to redeem at any participating business on Commonwealth Avenue. After the three-week promotion running from 19 November 2018 to 09 December 2018, the City reimbursed the participating businesses for their collected 'City Bucks'. The City also promoted the completion of construction through supporting radio ads, street signage, and social media to bring customers back to the area.

*Population: 25,000 - 200,000*

**| Gold Winner |**



*Broadband Expansion*  
**Greater Dubuque  
Development Corporation**  
Dubuque, IA

Broadband connectivity is the lifeblood of a modern economy. Starting in 2016, the Sustainable Innovations team at Greater Dubuque Development worked with the City of Dubuque to build new partnerships in public and private sectors to expand the broadband network and increase providers. Part of the strategy included Master Agreements where an overall legal, structural, and financial relationship was established between the city and providers. Projects developed under that Master Agreement can be quickly approved, shortening timelines. These agreements and the cooperation of the partners have led to doubling conduit, quadrupling fiber, and increasing the number of active providers from two to ten in our community.

The initiative wasn't only about staying competitive, it was about being prepared for a modern workforce. This preparation was put to the test as Dubuque made the widespread leap to remote work and education due to COVID-19. Because of the improvement to our network, employers were able to continue operations, maintain workforce on payroll, and keep employees active in our local economy. While the long-term effects are unknown, the

proactive efforts to expand our broadband network shielded the Dubuque area from the full economic impact of the pandemic.

**| Silver Winner |**



*To-Go Gift Cards*  
**City of Colleyville, Texas**  
Colleyville, TX

The "To-Go Gift Card" program is an innovative program undertaken by the City of Colleyville to support local businesses that were closed to the public during the COVID-19 pandemic. \$35 gift cards were mailed to every household in Colleyville twice, representing approximately 20,000 gift cards sent out. Over 12,000 cards were redeemed, providing significant support to both Colleyville businesses and citizens. This program put the power in the hands of residents, reinvesting over \$440,000 back into the local economy.

**| Bronze Winners |**



*Southern Vermont Economy Project*  
**Brattleboro Development  
Credit Corporation**  
Brattleboro, VT

The Southern Vermont Economy Project 2.0 provides webinars, small conferences, mini-summits, technical assistance and training to help advance local economic and community development projects that are critical to creating prosperity in rural Southern Vermont.

SVEP began in 2016 when the Brattleboro Development Credit Corporation was awarded

# Program Awards

\$230,000 through the USDA Rural Community Development Initiative. SVEP focused on building capacity around economic literacy in our region. Thanks to a new award from USDA RCDI in 2019, SVEP 2.0 continues the successful work to help communities and non profits increase their capacity around designing, funding and implementing great economic and community development projects.

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.

Our primary objective is to create and retain a flourishing business and non profit community that supports vibrant fiscal activity, and improves the quality of life of all its residents.



*Keller - Beyond the Mask*  
**City of Keller**  
Keller, TX

Keller – Beyond the Mask is a disaster recovery program created in response to COVID-19 and its impact on the local economy. The program includes the creation of a Forgivable Loan Fund to assist businesses that have suffered economic injury due to COVID-19. Funding for the program was raised in part through community fundraising initiatives, which provided a way for the community to safely support all of the businesses during the COVID-19 shutdown.

*Population: 200,000 - 500,000*

**| Gold Winner |**



*COVID-19 Business Retention and Recovery project*  
**Norfolk Economic Development Department**  
Norfolk, VA

The Norfolk Department of Economic Development's Business Retention and Recovery project was a multifaceted effort designed to position Norfolk for a successful recovery from the COVID-19 disaster. Project components included: a large-scale outreach campaign primarily to small businesses, the immediate creation of the Norfolk Economic Disaster Assistance Loan & Grant products, an integrated marketing communications effort, coupled with the long-term support of businesses identified as "at-risk" for closure. The project team was responsible for directly contacting and engaging approximately one-third of Norfolk's firms with paid employees over a twelve-week period. Going into this crisis, Norfolk maintained over 3,700 firms with paid employees working at more than 5,300 establishments. This comprehensive effort in response to COVID-19 specifically addressed job retention protecting the tax base by providing direct services and/or resources to 354 businesses and supporting 210 primarily small/micro businesses deemed at-risk on an ongoing basis, representing as many as 1,000 at-risk jobs. The Norfolk Economic Development Department's mission is to generate wealth for the City of Norfolk through business expansion, enhancement, and new business development complementary to our neighborhoods.

# Program Awards

## | Silver Winner |



*Arlington Small Business Emergency  
GRANT Program*

**Arlington Economic Development**  
Arlington, VA

In response to the unprecedented crisis surrounding COVID-19 and its negative economic impact on Arlington's small business and nonprofit community, Arlington Economic Development (AED) developed the "Arlington Small Business Emergency GRANT (Giving Resiliency Assets Near Term) Program" to provide immediate relief to Arlington's small businesses. Anticipating the demand for financial assistance was likely to be higher than available program funds, applications were evaluated through a competitive process with weighted considerations.

The GRANT Program provided grants of up to \$10,000 to Arlington businesses with fewer than 50 employees. Businesses were required to use grant funds for employee salary and benefits and other business capital and operating expenses directly related to the immediate impacts of COVID-19.

AED is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places. AED provides visionary leadership and superior services to Arlington's business community, its tourism industry and its real estate development.

## | Bronze Winner |



*COVID-19 Economic  
Disaster Relief (CEDR)*

**Office of Economic Vitality**  
Tallahassee, FL

During the COVID-19 pandemic, the Office of Economic Vitality recognized the urgent need to assist our local business community, which is why OEV developed the COVID-19 Economic Disaster Relief (CEDR) grant program. The CEDR Grant Program dedicated \$1 million locally to leverage and aligned with up to \$800 million federal dollars to assist local small businesses. It offered an initial lifeline to local businesses to keep employees employed, thereby supporting continuity of operations as they weather the economic hardships during the first critical days and weeks of the COVID-19 pandemic.

*Population: more than 500,000*

## | Gold Winner |



*Neighborhood Emergency Economic  
Development (NEED) Grant*

**Economic Development Growth Engine  
for Memphis & Shelby County (EDGE)**  
Memphis, TN

The EDGE Neighborhood Emergency Economic Development (NEED) Grant was created to provide relief to small, neighborhood-serving businesses in Memphis's most distressed areas that have been adversely affected by the COVID-19 pandemic. The program provides grants of up to \$10,000 to businesses located in, or adjacent or contiguous to New Markets Tax Credit Eligible Census Tracts throughout the City of Memphis that have experienced at least a 25% loss in revenue as a result of COVID-19.



# Program Awards

Many of these companies tend to be very thinly capitalized and this assistance can make all the difference. We knew if we didn't provide assistance specifically to these businesses, we risked seeing COVID-19 hollow out commercial activities in some of our inner-city neighborhoods. Another goal of the program is to continue EDGE's support of inclusive economic development for our city. This is the only program in our area specifically targeting small businesses located in New Markets Tax Credit census tracts.

In the three months since it launched, the program has provided nearly \$700,000 to 123 businesses located in 19 of the 26 eligible zip codes in our city. One hundred of the businesses that have received a grant (or 81%) are minority or women owned businesses. In the words of one recent grant recipient, the grant has "provided hope and helped to breathe new life into these businesses."

## | Silver Winner |



*Connecticut COVID-19 Charity Connection*  
**4-CT**  
Hartford, CT

As a result of COVID-19, 4-CT was created as a rapid response fund to respond to community organizations in need of support. 4-CT's mission is to coordinate philanthropy throughout Connecticut to quickly get funds to those who need them most. 4-CT partners with Community Foundations, nonprofits, philanthropists, corporations, and donors. 4-CT staff and volunteers collect, develop and adapt potential solutions and prioritize and fund high-impact projects.

## | Bronze Winner |



*Micro-Business Relief Program*  
**City of Albuquerque,**  
**Economic Development**  
Albuquerque, NM

Albuquerque's Micro-Business Relief Program provided 150 qualifying micro-businesses with working capital grants of \$5,000 each, totaling \$750,000, to support daily operating expenses and overcome temporary revenue losses at the outset of COVID-19. To qualify, businesses had to have no more than 5 employees, owner included; be registered and physically located in city limits; show financial hardship due to COVID-19; and have been in business for at least 6 months. Our program got rapid funding into the hands of entrepreneurs who otherwise may not have had any access, or access quickly enough, to survive the early stages of the crisis. By providing near-unrestricted funds at no cost, the City implemented an unprecedented municipal effort to save those diverse businesses that not only comprise the backbone of our local economy but that also add vibrancy to our neighborhoods, contribute to industry diversification, lift individuals and families from poverty, stimulate other new businesses, and create jobs.

# Program Awards

## Creative Financing

Population: 25,000 - 200,000

| Gold Winner |



*One Bethany/Watters Creek District*  
**Allen Economic  
Development Corporation**  
Allen, TX

One Bethany is a 17-acre office park adjacent to the Watters Creek at Montgomery Farms, a mixed-use lifestyle center created through a public-private partnership in 2008. While the 1.5 million sq. ft. lifestyle center was an incredible boost for the city, the office component did not materialize as anticipated.

AEDC leadership believed One Bethany's proximity to white-collar workforce, transportation access, a regional trail system and mixed-use amenities at Watters Creek would make it attractive to corporate tenants.

To build a successful Class-A office park required overcoming several difficult challenges. First, the Dallas real estate community did not believe Allen to be a realistic Class-A office market. Second, planned or proposed office buildings were mostly passed over by tenant brokers leaving them unbuilt.

To build an office building speculatively is costly and risky. Lenders required that it be 50% pre-leased. This creates a conundrum of no building, no tenant and no tenant, no loan to construct the building.

Through successful public-private partnerships, creative financing including an innovative "revolving-fund" incentive mechanism, the AEDC overcame these hurdles to create a vibrant office park.

The Watters Creek Convention Center and Hotel opened in 2019 the park. The \$91 million facility amplifies the district's already strong quality of life. It attracts tourists who shop

and eat across the street in Watters Creek and office tenants who use it to host meetings and events. The convention hotel also required a strong public-private partnership to remove the financial obstacles for both lenders and investors.

| Silver Winner |



*City Point Development*  
**City of North Richland Hills**  
**Economic Development**  
North Richland Hills, TX

Built in the 1970s, North Hills Mall was a thriving regional mall. With competition and changing shopping patterns, customers and tenants moved elsewhere, where the mall eventually closed in 2004. The owner and the city made several attempts to revitalize the property, yet the mall was demolished in 2007, leaving 90 acres of blighted land with deteriorating public utilities.

In 2019, after considerable efforts by the city's Economic Development department, Centurion American Development Group purchased the property in conjunction with a Public Improvement District (PID) and Tax Increment Reinvestment Zone (TIRZ). However, what made this deal creative was a separate Economic Development Agreement that established an escrow fund triggered for release to the owner upon agreeing to sell the entire property. This removed numerous obstacles and expedited the property transaction.

Called City Point, upon build out, the project consists of commercial, residential and hospitality uses. City Point serves as a catalyst for renewed economic activity in a mature part of town, with the business and tax base resuming to previous levels, facilitating economic and job growth, and a positive impact to adjacent property.

# Program Awards

*Population: 200,000 - 500,000*

**| Gold Winner |**



*Gazelle Grant Program*  
**Arlington Economic Development**  
Arlington, VA

Created in 2016, Arlington Economic Development's \$1 million Gazelle Grant program was designed to be a deal-closing incentive program for fast-growing or "gazelle" technology companies. The Gazelle Grant program offers a grant of \$10,000 to \$150,000 for select technology companies and tech catalyst organizations like business incubators, accelerators and venture funds. This program is a tool to help grow the tech ecosystem economy in Arlington by expanding the tech employment base and decreasing the commercial real estate vacancy rate. Since the inception of the program, Arlington Economic Development has attracted and expanded five high-growth technology companies with the Gazelle Grant. To date, the program is estimated to have helped create and retain an estimated 778 jobs and absorb over 83,000 square feet of commercial space.

Arlington Economic Development (AED) is dedicated to the preservation and enhancement of an economically competitive and sustainable community, and the creation of exciting, diverse and amenity-rich places. AED provides visionary leadership and superior services to Arlington's business community, its tourism industry and its real estate development.

## Innovation Programs and Initiatives

*Population: less than 25,000*

**| Bronze Winner |**



LOS ALAMOS  
**COMMERCE AND DEVELOPMENT**  
CORPORATION

*Small Business Saturday Blue Bucks*  
*Raffle Promotion*

**Los Alamos Commerce and**  
**Development Corporation**  
Los Alamos, NM

The Blue Bucks Raffle program was developed to encourage local shopping as part of Small Business Saturday. But the program starts the day after Thanksgiving and runs until the local WinterFest weekend begins, thus extending the duration that people can "shop small" and get rewarded for doing so - beyond just Small Business Saturday. The program has been so successful that many businesses hire more help during this timeframe, creating jobs and increasing the tax base. The popular event draws shoppers from surrounding communities to participate for a chance to win cash and prizes. The event also creates a buzz of excitement in town, with everyone wondering who will win the big cash prize. Businesses are also happy to participate, as they also have a chance to win big! Bringing people downtown and getting them shopping definitely improves the quality of life in Los Alamos both from a social standpoint as well as gross receipt tax (GRT) revenues for our County.

# Program Awards

*Population: 25,000 - 200,000*

| **Gold Winner** |



*Spac2Place*

**Big Sky Economic Development**  
Billings, MT

Big Sky Economic Development's Space-2Place program offers micro-grants up to \$5000 to individuals and community organizations for creative placemaking projects. Applications are accepted from mid-January to mid-March each year and awarded at our Better Off in Billings event in April. Our Better Off in Billings event celebrates the connection between our quality of place and our ability to attract a talented workforce to maintain and grow our economy. We use this event to highlight the existing assets that make our community special and the exciting new assets we are working to add that will make Billings and Yellowstone County better and make all who live here "Better Off in Billings." Space2Place is the placemaking component of this larger campaign. It aims to emphasize how individual and community efforts can create incremental changes that enhance the beauty, vibrancy, and activation of our spaces, transforming them into engaging places. These places become a source of community pride and foster more input and engagement from our people when they see the big

| **Silver Winner** |



**Central Houston**

*Downtown Launchpad*

**Central Houston Inc.**

Houston, TX

Central Houston, Inc.'s mission is to strengthen and revitalize Downtown. Collaborating

with public officials, developers and businesses, Central Houston has facilitated dozens of public and private projects over the past 30 years. The organization's leadership and oversight will continue to play a critical role Downtown. One strategic priority, in collaboration with the City of Houston, is to establish a vibrant innovation space that will become the center of gravity for technology and entrepreneurship in the northern node of the Houston Innovation Corridor.

The 17,000 square foot Downtown Launchpad provides dedicated workspace for high-quality startup programs, including globally recognized startup accelerators, MassChallenge and gener8tor, and global incubator Impact Hub. This collaborative model requires the presence of a talented workforce, functional workspace, a concentration of research assets including universities and access business support services. The Downtown Launchpad is part of Amegy Bank's transformation of their Downtown building into an inclusive vertically intergraded mid-rise dedicated to startup and entrepreneurs. The physical design enables startups and entrepreneurs to seamlessly navigate through all stages of startup production in one premier office location.

| **Bronze Winner** |



*UT Dallas Intellectual Transit-Oriented Transformational Incubator (DITTI)*

**The University of Texas at Dallas**

Richardson, TX

The University of Texas at Dallas' Office of Facilities & Economic Development initiated an innovative approach to enhance the academic, economic and community-building aspects of the University through the creation of the UT Dallas Intellectual Transit-Oriented Transformational Incubator (DITTI).

DITTI is comprised of three entities: UTDesign, a computer science and engineering capstone project lab space bringing hundreds of companies to campus; Northside, a mixed-

# Program Awards

use residential community located adjacent to the UT Dallas campus; and the future Dallas Area Rapid Transit (DART) Silver Line regional light rail station adjacent to both facilities, which will connect UT Dallas to DFW International Airport by December 2022. By instituting a public-private partnership (P3) between the City of Richardson, DART and private developers, UT Dallas was able to bring a number of new and established businesses to campus, strengthen the academic offerings available to students, create a “college town” setting, and improve transit opportunities for the UT Dallas community and the North Texas region, thereby developing a “Live, Learn, Connect” environment and intellectual village on campus.

*Population: 200,000 - 500,000*

**| Bronze Winners |**



*Rideshare Hubs - Enhancing the  
Downtown Experience*  
**City of Orlando, DDB/CRA**  
Orlando, FL

The need to create an organized program that would help advance downtown Orlando in terms of traffic congestion, crowd control management, and therefore, public safety, was quickly prioritized after the City of Orlando created a formal nighttime economy management program in 2017. Through the work of the robust and empowered private/public Nighttime Economy Management committee, the concept of “Rideshare Hubs” was born. The Rideshare Hubs were created to further enhance the overall downtown experience. The Downtown Development Board and Community Redevelopment Agency remains focused on becoming one of the nation’s highest quality urban environments.



*Neighborhood Initiatives Fund*  
**Urban Redevelopment  
Authority of Pittsburgh**  
Pittsburgh, PA

The Neighborhood Initiatives Fund is a program of the Urban Redevelopment Authority of Pittsburgh designed to assist nonprofit organizations with neighborhood-scale projects that improve the quality of life for residents and lay the groundwork for future economic development. The program funds non-housing-related, place-based initiatives and equitable neighborhood projects through competitive reimbursement grants. It targets smaller nonprofits to forge new partnerships and increase the local capacity for development projects.

Grants are awarded in two tiers. Smaller grants fund soft costs, technical assistance and training, and public art opportunities. Larger grants require a 50% match and may also be used to fund construction costs. Eligible projects include efforts towards vacant property reclamation and stewardship, historic preservation, brownfield redevelopment, and design or construction of public space and neighborhood infrastructure improvements.

The program began with a pilot round in 2019, followed by a second round in 2020. To date, over \$1.4 million in grants have been awarded to 30 projects across the city.

The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh’s economic development agency, supporting the City’s economic development goals, which are designed to create a city of inclusive opportunity for residents, stakeholders and communities.



# Program Awards

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*Population: more than 500,000*

| Gold Winner |



**Detroit  
Regional  
Partnership**

*RED Talent Cluster Program*  
**Detroit Regional Partnership**  
Detroit, MI

In January 2019 the DRP undertook a cluster analysis that led to a new strategy to develop and launch a cluster focused on promoting the Detroit Region as the preeminent location for companies looking to access one of the largest and most skilled pools of research, engineering and design talent in the world. As we re-examined our clusters from a talent perspective, the architecture and engineering occupation, as well as design services and research and design data jumped off the page. Recognizing that we had this tremendous talent cluster, the research, engineering, and design (RED) talent cluster was born.

The primary objective of the RED talent cluster is to accurately document the strengths and benefits of the Detroit Region's RED talent cluster, develop a target list of leading RED firms for outreach by DRP, communicate this narrative to global companies operating in the RED fields and cultivate relationships that will result in the establishment of new RED operations with the Detroit Region, resulting in new jobs, investment, technology and tax base for the region. By year three the program is expected to be fully up and running, generating approximately 250 new RED jobs and \$50 million in new investment annually.

| Silver Winner |



**Greater  
Cleveland  
Partnership**

*BRE's Partner Referrals and  
Tracking System*  
**Greater Cleveland Partnership**  
Cleveland, OH

The Greater Cleveland Partnership (GCP), Cuyahoga County's Department of Development and Ohio Means Jobs |Cuyahoga County are economic development partners in Greater Cleveland. All provide services to businesses, each reaching out to thousands of businesses annually. We have a long history of working collaboratively to improve the business, employment and general economic climate of our region.

The partners established an Operational Committee that meets to review and respond to service referrals. This group is creating efficiencies to better assist businesses in all sizes and industries. We have created an environment that fosters job growth/retention and will add to the tax base as businesses leverage programs that help them grow and thrive.

Through this collective effort we are:

- 1) Continuously improving our service offering to businesses;
- 2) Increasing the quality and quantity of referrals with a deliberate eye towards better tracking of outcomes to be analyzed for future program development/enhancement within the participating organizations; and
- 3) Creating a system of accountability through improved communication and tracking within the economic development ecosystem.

# Program Awards

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| Bronze Winner |



*Best Practices in Land Use and Economic  
Development Certification Program*

**Connecticut Economic  
Development Association**

Rocky Hill, CT

In 2019, The Connecticut Economic Development Association (CEDAS), the state's professional association of economic developers, created a unique certification program to encourage best practices in municipal economic development and land use in collaboration with the Connecticut Chapter of the American Planning Association (CCAPA) and the University of Connecticut Department of Extension. The program encourages municipalities to make continuous improvements to land use and economic development practices, ultimately improving economic opportunities and quality of life for residents. The program requires an application to be completed documenting various economic development and land use practices, policies, and programs taking place at the municipal level. In its first year, 24 municipalities statewide were certified under the program as demonstrating these best practices.

The program is intended to drive communities to pursue excellence in land use and economic development practices and to recognize the communities that have established best practices. In pursuit of these best practices, planners and economic developers use this program to engage community stakeholders in discussions about how to achieve higher standards and develop creative, community-specific ways to implement them.

# Partnership Awards

## Public-Private Partnerships

*Population: less than 25,000*

| Gold Winners |



*Project Boomerang - MST Manufacturing*  
**Claremore Industrial & Economic Development Authority**  
Claremore, OK

The MST Manufacturing announcement was the culmination of a more than two-year partnership between the Claremore Industrial and Economic Development Authority (CIEDA) and MST Manufacturing, an up & coming aerospace sector machine shop. CIEDA's ability to pair unique incentives, with creative financing options, as well as the strong support from city and county leadership, made Claremore the clear choice as home for the company's new facility. The announcement is projected to bring approximately 100 quality jobs to Claremore and over \$5 million in capital investment over the next four years. Additionally, the company increased local demand for computer numerical control (CNC) positions, which were previously limited in the area. The increase in job openings correlated with an increase in volume at the local career tech CNC program, which now has additional quality jobs to place students.

In addition to providing an increase in capital investment and job creation to the community, the MST partnership has fostered further economic development within the region. This better enables the CIEDA team to submit the region to developers and site selectors, in turn competing for more incoming companies within these industries. Additionally, MST is subleasing a portion of its facility to another emerging local manufacturer, Blue Arc Metal Specialties, as well as supporting the continued growth of the community's second-largest manufacturing company, AXH air coolers.



**CULLMAN ECONOMIC**  
Development Agency

*Public-Private Partnership to  
Assist HomTex*

**Cullman Economic Development Agency**  
Cullman, AL

When the COVID-19 crisis struck, HomTex in Cullman, Alabama knew they could do something to help. HomTex, manufacturer of DreamFit sheets, is a leading innovator in the global textiles industry. Instead of sitting idly by, the leaders at HomTex engaged their entrepreneurial spirit.

Because of its international relationships and domestic infrastructure, HomTex was able to locate automatic production equipment in China to produce masks to combat COVID-19.

The total cost of the equipment was \$4.5 million. In order to secure this equipment, a deposit of \$1.5 million was required. HomTex could not produce this amount immediately because most of its capital had been invested in new product lines that were ready to launch prior to the pandemic. HomTex contacted Cullman Economic Development Agency. The Industrial Development Board of the City of Cullman and Cullman County Industrial Development Authority met the following day to discuss how they could help this local industry. These groups loaned HomTex the \$1.5 million to secure the equipment. After a public hearing, seven days later, the City of Cullman repaid the Boards and assumed the loan. Approximately two months after the public loan, HomTex repaid the full \$1.5 million, plus interest.

# Partnership Awards

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*Population: 25,000 - 200,000*

| **Gold Winner** |



*Town Center*  
**City of Peachtree Corners**  
Peachtree Corners, GA

The City of Peachtree Corners completed a 20-acre Town Center on Peachtree Parkway in 2019, creating a city center and a strong economic driver. Construction of the Town Center stems from the city's 2013 Comprehensive Planning process, during which residents expressed a desire for a place to gather. At that time, the city was newly incorporated. Citizens wanted appropriate land use, greater walkability and an improved sense of community.

A 10-year bond was floated to purchase the property. Completed in 2019, the Town Center consists of 18,570 square feet of retail space, 51,000 square feet of restaurant space, a dinner theater, 74 townhomes, and a 2-acre Town Green.

With the creation of 28 new businesses at the Town Center, there were more than 210 temporary jobs created in trades such as construction, design and engineering. There were 528 permanent jobs created at the new retail businesses and restaurants, with \$16.4 million in expected annual sales and \$1.3 million in anticipated annual sales tax revenue.

The city invested \$19 million of the total \$80 million project.

| **Silver Winner** |



*The Salinas Police Services Headquarters  
Facility and El Gabilan Library Project*  
**Public Facilities Group**  
Seattle, WA

The City of Salinas, California has delivered a new \$56 million Police Services Headquarters Building and a new \$21 million city library using an innovative P3 model best defined as the 63-20 Progressive Design-Build approach (63-20 PDB). The police station project is considered the necessary first step in delivering their Alisal Street Corridor Master Plan.

The new Police Headquarters consists of a two-story, 44,352 square foot building and a second, 24,878 square foot building and is designed to house all first responder functions. The new El Gabilan Branch Library is a 21,076 square foot building that is designed with a community focus. Both projects have advanced the City's Alisal Street Corridor Master Plan and several ancillary components, that were not part of the original project scope, were completed as part of the project to help the City meet its objectives.

The new police facility and new city library were financed by the not-for-profit partner, Public Facilities Group (PFG). Griffin Swinerton, a joint venture between Griffin Development and Swinerton Construction, acted as the Developer and Builder. Designs for the police station were delivered by LPA, Inc. Designs for the library were completed by Anderson Brule Architects.

# Partnership Awards

## | Bronze Winner |



*P150 - Ross Distribution Center*

**Waller County Economic  
Development Partnership**

Hempstead, TX

This project was code named P150. It was for a new distribution center for Ross Stores Inc. Ross is an S&P 500, Fortune 500 and Nasdaq 100 company that specializes in affordable clothing and household goods. This new distribution facility is their first in Texas and will make them the largest private sector employer in Waller County with 1300 new jobs. In addition, the project is in an economically distressed area. Paying at about 20% over the area industry average, they will provide higher paying jobs and benefits to this lower income area. The project is a new 2M square foot facility occupying about 200 acres with an estimated capex of 250M. Including inventories, it will range between 400-450M in taxable value. In addition, about 100,000 trucks will visit the facility annually when it's fully operational. This will contribute to the local sales tax collections for fuel, hotel, and food.

Waller County Economic Development Partnership is a Texas non-profit, 501 (C)6 corporation formed in 2002. The organization is funded through memberships from public and private entities and provides contract economic development services to Waller County.

*Population: more than 500,000*

## | Gold Winner |



*Ann Arbor as a Mobility Living Lab*

**Ann Arbor SPARK**

Ann Arbor, MI

Ann Arbor SPARK works closely with the region's academic institutions, public officials,

and private sector businesses to build an environment that attracts mobility companies and talent to the region.

In 2019, one project helped amplify Ann Arbor as a living laboratory for mobility innovation: the new City Insights platform from Ford Motor Company. It was a joint effort to see if a single platform could help city officials explore mobility issues using dynamic metrics such as parking, transit, traffic, safety, and census data.

It began as a 90-day pilot to get all stakeholders' goals and data aligned. The pilot showed promising results with a need for further investment and development. Subsequently, SPARK applied for funding from the Michigan Economic Development Corporation (MEDC). A grant through the state's PlanetM initiative was awarded and at that time, SPARK took an active role as grant administrator and project manager.

In October 2019, Ford made the project public during a press conference held at Ford's Ann Arbor location during which they announced plans to expand into six other cities. The City Insights platform was also showcased by Ford at CES 2020.

## | Silver Winner |



*The UNION at Riverview*

**City of Mesa, AZ -**

**Office of Economic Development**  
Mesa, AZ

The City of Mesa Office of Economic Development (Mesa OED) strives to enhance Mesa's economy through the creation of quality jobs and increasing per capita income to improve the quality of life for Mesa's residents. With a surge in demand for corporate Class A office space, Mesa OED was lacking the necessary product to keep pace with the market. To attract a more diverse set of high-wage industries, Mesa OED sought to reposition a unique piece of city-owned property. Situated at a major freeway interchange inside the Chicago



# Partnership Awards

Cub's Spring Training Complex, an underutilized city-owned soccer field site would be positioned for transformation into an impactful, economic catalyst for the region.

Through a competitive selection process, the City formed a public-private partnership with Lincoln Property Company and Harvard Investments to turn the City's vision into a reality. At a full build-out of 1,350,000 square-feet, the 28-acre UNION at Riverview project will be the largest office development in the history of Mesa. After over two years of strategic marketing, due diligence, city council input, and intense negotiations, the UNION announced a 1,000-job anchor tenant and broke ground on the Phase I building in October 2019.

## Partnerships with Educational Institutions

*Population: less than 25,000*

**| Silver Winners |**



*Industry Workforce Roundtable*  
**Kerr Economic  
Development Corporation**  
Kerrville, TX

KEDC's latest initiative began with an industry roundtable invitation for the Texas Workforce Commission to speak at the Hill Country Economic Summit which was a gateway for an in-person meeting with Killdeer Mountain Manufacturing, All-Plastics, Kerrville State Hospital, and James Avery Artisan Jewelry. These partnerships and meetings with local industry leaders and Alamo Colleges led to the award of two Skills Development Fund grants and one Texas Enterprise Fund award totaling 1.3 million. Also, two additional Skills Development Fund applications are being pursued as a result of these Industry Round Tables. This initiative is now being adapted as a recovery and resiliency roundtable bringing together prior and current top sales tax reve-

nue generators to collaborate on best practices and future proofing strategies. This transition will include a broader group of industries from within the community.

Founded in 2010, KEDC's mission is to retain existing jobs and create new job opportunities in Kerrville and Kerr County, which helps benefit the Hill Country quality of life.



*TVCC Terrell Health Science Center*  
**Terrell Economic  
Development Corporation**  
Terrell, TX

Trinity Valley College had a nursing school that was quickly outgrowing their existing facility and as they looked to expand, they soon ran out of options. At that point, Trinity Valley began conversations with the City of Terrell about finding a location here. The City of Terrell had an empty building that was formerly a hospital. The building had long been vacant and was in need of significant repair. Trinity Valley saw the potential for converting the building to their new nursing school.

Terrell is a very collaborative community, one where there is constant, positive communication among the City, County, School District, Chamber of Commerce and EDC. This atmosphere of strong relationships and good communication provided the right environment for former TISD Superintendent Micheal French to propose moving the Terrell High School CTE nursing program to the same building as the nursing school. The high school program was ready to expand and rather than have the school district undertake their own building program, Dr. French thought combining the programs into one building made sense from both a practical position of continuity of programs and fiscal responsibility to the taxpayers.

# Partnership Awards

The school district committed funds to the college that were used to assist the building and equipping of the nursing school, helping the college and saving the district a construction project. The Terrell EDC was brought in as a partner to help with infrastructure. As a part of the negotiations, the EDC, City and School District wanted an additional benefit for Terrell High School students. A major condition of the partnership was that for 10 years, 20 Terrell High School graduates would receive full ride scholarships to Trinity Valley Nursing School. In exchange for the scholarships, the EDC agreed to fund the infrastructure for the project, in an amount not to exceed \$1,000,000.00. Additionally, the EDC funded, through a workforce grant, equipment and supplies for the students. The EDC Strategic Plan calls for targeting a regional medical facility. With workforce being a driver of a good number of projects, Terrell wanted to put ourselves in a position of strength as far as growing their own workforce.

The first part of the project completed, was the section for high school students. They were able to begin classes there at the beginning of the 2019-2020 school year. Construction continued on the Trinity Valley section and is expected to be completed by summer of 2020, when the facility will be fully occupied.

*Population: 25,000 - 200,000*

**| Gold Winners |**



*City of Surprise & Ottawa  
University Collaboration*

**City of Surprise Economic Development**  
Surprise, AZ

Surprise, Arizona is a young, medium sized city in the northwest corner of the Phoenix metro area. With a population of 140,000, it is comprised primarily of young families and many small and local businesses that enjoy the benefits of suburban lifestyle in near proximity to metropolitan amenities.

The city of Surprise (AZ) experienced a major shift in younger demographics with the addition of 100,000 residents from 2000 to 2020. The hyper growth of the Phoenix suburb created opportunities for public investment in new community amenities that included a 200 acre civic and recreation campus. Ottawa University (Ottawa, KS) became a partner on the campus in 2017 and capped off a \$60M phase one investment in new university facilities in 2020. The public private partnership between local government and independent education was the culmination of nearly a decade of collaboration between city leadership and university trustees.



*Beloit College Powerhouse Facility*  
**Alliant Energy**  
Madison, WI

In a true partnership, Alliant Energy collaborated with Beloit College in Beloit, Wisconsin to redevelop our 100-year-old former Blackhawk Generating Station building into a sustainably designed, one-of-a-kind student union and recreational center called The Powerhouse. This first of its kind in the country unique and exciting \$38 million private-public partnership was a conversion of a cavernous, deteriorated, shutdown power plant that once (1940s and '50s) employed 55 jobs and consumed a full railroad car of coal every 90 minutes. The facility once was a vibrant power-producing plant and its massive seven-story high complex now has become a jewel on the college campus, and is community asset housing a coffee shop, conference center, theater, competition-style swimming pool, suspended 200 meter track and turf field house for football, softball, baseball, lacrosse, soccer, and even Ultimate Frisbee.

Because of this partnership between our privately-held company and the college, the Powerhouse will provide long-term benefits for the college and student, faculty and staff, and the community for generations to come.

# Partnership Awards

| Silver Winner |



*Project Synergy*  
**Development Authority of  
Houston County**

Warner Robins, GA

Houston County Georgia is home to Robins Air Force Base which serves as the largest single site industrial complex in the state of Georgia employing over 24,000 people and providing an economic impact of \$2.87B!

RAFB has been designated an Air Force "Software Center of Excellence" and recently received the DoD's Rear Admiral Grace M. Hopper Award for Software Maintenance Excellence. This reputation afforded the opportunity to bring several hundred new software jobs online.; however, there wasn't adequate space "inside the fence" to meet the need.

The Development Authority responded by purchasing a building which will be transformed from dated office to modern workspace. The County College and Career Academy will be provided lab space for Software Engineering instruction affording students the opportunity to collaborate with Air Force personnel through internships. A public-private effort has launched to provide an educated workforce to support Middle Georgia's efforts to become a Software Center of Innovation.

The success of the project is best summarized by Brigadier General John Kubinec, "We articulated a need and this community heard that need. They could have done a lot of things about it... but what this community did is take action."

Population: 200,000 - 500,000

| Gold Winner |



*Building a Technology and Innovation  
Economy - EA Sports Agreement*  
**City of Orlando, DDB/CRA**  
Orlando, FL

Located in the historic Parramore Heritage Neighborhood, Creative Village builds on the success of Orlando's technology and innovation economy by transforming 68-acres of city-owned land into a mixed-use, transit oriented, urban Innovation District anchored by the regional headquarters for Electronic Arts, Inc. (EA), the University of Central Florida Downtown, and the Valencia College Downtown campus alongside other high-tech and creative companies and a diverse mix of students, employees, and residents. Soon to be anchored by Electronic Arts, Inc. (EA), the second largest video gaming company in the Americas and Europe with more than 9,000 employees worldwide, Creative Village continues to nurture the region's interactive entertainment industry by bringing EA Tiburon to downtown Orlando. The Downtown Development Board/Community Redevelopment Agency remains focused on becoming one of the nation's highest quality urban environments.

# Partnership Awards

| Silver Winner |



## LEXINGTON

*Economic Partnership*

*Coldstream University Partnership*

**Lexington Economic Partnership**

Lexington, KY

In July 2018 the City of Lexington and the University of Kentucky executed a land exchange to provide the city with much needed land for economic development. Lexington has a unique urban services boundary that protects our thoroughbred farms, our signature industry, from growth of the urban core. While the boundary protects the horse farms that make Lexington unique it limits the amount of available land for larger economic development projects. The land acquired by the City of Lexington provided 250 new acres for economic development projects. 50 acres of that property is shovel ready with needed infrastructure already on site. The property is adjacent to the university's research campus which is home to many start-up companies which have outgrown the main university campus as well as global headquarters for companies such as Tempur-Sealy. The property will be the first large economic development parcel available for job creation in almost twenty years. The previous business park, which was half the acreage, is now home to approximately 1,500 jobs generating over \$133 million in annual payroll and over \$3 million in annual payroll tax revenues for the City of Lexington.

*Population: more than 500,000*

| Silver Winners |



**LOUISIANA  
ECONOMIC  
DEVELOPMENT**

*LED FastStart-DXC Technology Higher  
Education Project*

**Louisiana Economic Development**

Baton Rouge, LA

LED FastStart wants technology companies to consider Louisiana home, so we must provide them with a highly qualified talent pool. In 2017, we announced our collaboration with the state's four public higher education systems to produce graduates in support of DXC Technology's New Orleans Digital Transformation Center. To ensure success, LED established a fund of \$25 million, awarded to partner colleges over five years.

This initiative creates jobs by providing a highly qualified pool of candidates, screened against a set of DXC's core skills and attributes. It also ensures that DXC's massive footprint does not diminish the vibrancy of New Orleans' existing tech community.

The project serves as a valuable asset to LED's business recruiting and expansion efforts and fuels future economic development opportunities. The impact of transforming higher education is also felt at the community level, where local students have better access to rewarding career opportunities within the state--broadening the tax base and addressing issues of inequality of access, poverty, and low educational attainment. DXC projected it will ramp up to at least 2,000 highly skilled technology workers by 2025.



**MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION**

*Tech Transfer Talent Network (T3N)*

**Michigan Economic  
Development Corporation**

Lansing, MI

The Tech Transfer Talent Network (T3N) program is a statewide university network designed to support the commercialization of university technologies through licenses and startup creation. T3N is a partnership between the State of Michigan via the Michigan Economic Development Corporation Entrepreneurship & Innovation initiative and the state's public universities to support paid mentors-in-residence, postdoc's and graduate fellows in support of technology commercialization. Program funds are matched by university funding through the tech transfer or related program office. The program supports job creation through jobs for mentors and

# Partnership Awards

postdocs as well as creates a strong and vibrant startup ecosystem that will raise money, and grow and hire employees.

## | Bronze Winners |



*EDGE UP (Energy to Digital Growth Education and Upskilling Project)*  
**Calgary Economic Development**  
Calgary, Alberta, Canada

EDGE UP (Energy to Digital Growth Education and Upskilling Project) is a short-term skills development program for mid-career oil and gas professionals who have been displaced from the oil and gas sector in Calgary. The project aims to help former employees of the oil and gas sector gain employment in Calgary's high-demand, high-growth digital technology opportunities across all industries. EDGE UP improves overall quality of life by developing Calgary's digital talent pool through helping mid-career professionals re-skill and transition to new opportunities. Calgary Economic Development, in collaboration with its partners has designed and implemented the program. The EDGE UP digital upskilling project involves a consortium of post-secondary institutions, government agencies and the private sector. It is led by Calgary Economic Development and includes University of Calgary Continuing Education, Southern Alberta Institute of Technology (SAIT), Bow Valley College, Information, Communication and Technology Council Canada, and Riipen.



*Innovation District & Postsecondary Partnerships*  
**City of Brampton**  
Brampton, ON

The City of Brampton Economic Development Office (EDO) is building an innovation and entrepreneurship ecosystem in the down-

town, branded the Innovation District. The Innovation District capitalizes on education institutions including Ryerson University and Algoma University to provide education and talent development, and start-up incubation and accelerator space. Agreements with these institutions are the foundation of our innovation ecosystem.

The partnership with Ryerson establishes Brampton as a centre of excellence in cybersecurity. The Rogers Cybersecure Catalyst is a national centre for innovation and collaboration; EDO is a funding contributor with FedDev, and private sector partners. EDO also partnered with Ryerson to establish the Catalyst Cyber Accelerator and Ryerson Venture Zone creating access to incubators, funding, networking and specialized mentorship.

The Algoma partnership supports expansion of their Brampton Campus in the downtown increasing access to affordable education. Increasing the campus footprint and enrollment, and introducing new programming is enabling youth to study, live and work in Brampton contributing to a revitalized downtown.

The Innovation District will cultivate a bustling start-up community, develop local talent of the future keeping youth in Brampton and support entrepreneurs through their journey, creating new jobs.

These partnerships lay the foundation of the Innovation District and now the successful attraction of new partners is growing it.

## Regionalism and Cross-Border Collaboration

*Population: 200,000 - 500,000*

## | Gold Winner |





# Partnership Awards

## *Amazon HQ2*

### **Arlington Economic Development** Arlington, VA

On November 13, 2018, Amazon announced the company will create a second headquarters, dubbed HQ2, in the Arlington portion of National Landing, a joint site straddling Arlington County and the City of Alexandria, Virginia. Simultaneously, Virginia Tech announced it will create a \$1 billion Innovation Campus in the Alexandria portion of National Landing, focusing on creating a workforce pipeline for Amazon and area tech companies. Together, these two monumental projects will be a catalyst for Northern Virginia's economic diversification and growth for decades to come. Over 12 years, the project will include:

- \$2.5 billion in capital investment;

- A minimum of 25,000 new, high-paying technology jobs; and

- A minimum of 4 million square feet of office space.

The Virginia Economic Development Partnership (VEDP) encouraged the localities to collaborate to submit a joint proposal for Amazon HQ2 that promotes the assets and benefits of NOVA. The successful recruitment of Amazon to NOVA was the result of an unprecedented collaborative effort between Arlington County, the City of Alexandria, Fairfax County, Loudoun County, and the Commonwealth of Virginia, as well as JBG Smith Properties, Virginia Tech, and countless other partners. In all, almost 500 individuals worked on the project from across the region.

### **| Silver Winner |**



*you can make it here*

*Guilford County alliance's unique team effort to retain The Fresh Market HQ*

**Guilford County Economic  
Development Alliance**

## Greensboro-High Point, NC

North Carolina's Guilford County Economic Development Alliance is a collaboration among Guilford County, City of High Point, City of Greensboro, Greensboro Chamber, and High Point EDC.

An unprecedented collaboration by alliance members helped land a national specialty grocery chain's project in 2019. The new corporate offices of The Fresh Market will not only be staying locally but also expanding – retaining 248 positions and adding 53 jobs.

- The company's finalist locations were in High Point, Greensboro, and out-of-state.

- The Greensboro and High Point city councils agreed that this project was so important that incentives would apply regardless of which city might land it.

- For the first time, those two councils held a joint public hearing and authorized identical incentives.

- Guilford County also authorized incentives.

The High Point EDC president attended the 2019 IEDC annual conference and heard a site selection panel, who were asked about new/innovative approaches.

- One of the project's consultants was on the panel.

- Not knowing he was in the audience, the consultant discussed one of her projects – two cities working together, willing to support the project regardless of which local building might be chosen.

- No other panelist had heard of anything like this type of unique cross-border collaboration.



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