Presents:

2021 EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS

Excellence in Economic Development Awards Packet
2021 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS
SUBMISSION INFORMATION AND GUIDELINES

TIMELINE

<table>
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<tr>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Call for Entries:</td>
<td>Now Open</td>
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<tr>
<td>Early Bird Deadline:</td>
<td>Payment by April 16</td>
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<tr>
<td>Final Deadline:</td>
<td>Payment &amp; Submission by May 14</td>
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<tr>
<td>Judging:</td>
<td>June</td>
</tr>
<tr>
<td>Notifications:</td>
<td>July-August</td>
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<td>Awards Ceremony:</td>
<td>October 3-6</td>
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ENTRY FEES (PER ENTRY)

<table>
<thead>
<tr>
<th>Entrants</th>
<th>Early Entry: By April 16</th>
<th>Regular Entry: By May 14</th>
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<tbody>
<tr>
<td>Communities with populations &lt; 25,000</td>
<td>$115</td>
<td>$115</td>
</tr>
<tr>
<td>IEDC Members</td>
<td>$115</td>
<td>$175</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$200</td>
<td>$220</td>
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</tbody>
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HOW TO PREPARE YOUR ENTRY: *FINAL DEADLINE MAY 14, 2021*

1. Refer to the Category Descriptions and Judging Criteria on pages 6-10 when submitting payment and completing the online Entry Form.

2. **Pay for submission(s) online here.** If you are submitting more than one award, please include all in one payment. You can also submit more than one award in a single category. If you are unable to pay online, please call (202) 942-9483 or email awards@iedconline.org.

3. Prepare answers to questions (see page 4) and collect supplemental material. Access online Entry Form received in payment confirmation email.

4. Complete one Entry Form for each entry and answer all questions.

5. Compile any supporting/supplemental material into one file and upload to Entry Form (see page 5)
   - An optional profile of the project
   - Any appendices including charts, graphs, and photographs
   - Audio/Video/Visuals

6. Mail 5 copies of physical supplemental material to the address below (optional). Clearly label all items and include your receipt and project name. Postmark by May 14th to:

   IEDC  
   Attn: Awards  
   734 15th Street, NW, Suite 900  
   Washington, DC 20005

   To receive early bird pricing, please submit payment before the Early Bird Deadline. Make sure to complete all steps in the submission process by the Final Deadline (May 14th).

   **QUESTIONS?** Contact awards@iedconline.org or (202) 942-9483
CATEGORIES 1-24: Judges grant Gold, Silver, and Bronze awards at their discretion. Awards are distributed by population groups within each category.

The population groups are as follows:

- Population less than 25,000
- Population between 25,000 and 200,000
- Population between 200,000 and 500,000
- Population greater than 500,000

### PROMOTIONAL AWARDS

1. Print Brochure
2. General Purpose Print Promotion
3. Multimedia/Video Promotion
4. Annual Report
5. Paid Advertising Campaign
6. Magazine and Newsletter
7. Special Event
8. Innovation in Economic Development Week

### INTERNET AND NEW MEDIA

9. General Purpose Website
10. Special Purpose Website
11. Digital Media

### PROGRAM AWARDS

12. Multi-Year Economic Development
13. Business Retention & Expansion Initiatives
14. Entrepreneurship
15. Neighborhood and Retail Development
16. Talent Development and Retention
17. Real Estate Redevelopment & Reuse
18. Economic Equity & Inclusion
19. Resiliency, Recovery and Mitigation
20. Creative Financing
21. Innovation Programs and Initiatives

### PARTNERSHIP AWARDS

22. Public-Private Partnerships
23. Partnerships with Educational Institutions
24. Regionalism and Cross-Border Collaboration

### EDO OF THE YEAR AWARDS

25. Economic Development Organization of the Year

*Please see pages 6-12 for full category descriptions and judging criteria.*
FREQUENTLY ASKED QUESTIONS

1. Can my organization apply for multiple awards?
   Yes, your organization may submit more than one entry including multiple submissions for the same category. Separate entry forms and entry fees are required for each; however, one payment submission will suffice for all entries.

2. Can I use one project for multiple award categories?
   Yes, you may submit the same project for different categories. Separate entry forms and entry fees are required for each; however, one payment submission will suffice for all entries.

3. Is the 3-page project profile mandatory?
   No, the project profile is not a mandatory section. You may choose to submit copies of the profile as supplemental information. *Please note that the profile is not a continuation of questions 1-7. It must be separate from the questions.*

4. My project has a lot of supplemental material - how much should I submit?
   There is no limit on supplemental material, but please keep in mind that we receive over 500 entries each year, and judges have limited time to review each entry. Submit concise material that supports your project and adds value for the judges.

5. Can I submit an entry on behalf of another organization or person?
   You may submit an entry on behalf of yourself, a colleague, or another organization. If you are submitting on behalf of another organization/person, you must notify the other party.

6. Do projects have to be completed in the current calendar year?
   Projects and programs do not have to occur in the current calendar year. If the project is still relevant to the operations of your organization, it will be considered a valid entry.

7. How will I know that my entry has been received?
   A confirmation email will be sent upon receipt of your entry. Because of the large number of applications received, please allow 10 business days for notifications. If you send any supplemental material by mail, we recommend shipping your entry via a method with tracking numbers for immediate delivery confirmation.

8. Will judges have Internet access during application review (and be able to visit my website)?
   Outside of the Internet and Digital Media categories, judges will not have access to the internet during judging. Please send all materials as digital copies or downloads instead of links.

9. Will I get my entry back after the judging?
   No, all submissions become the property of IEDC.

10. Can I email my entry?
    No, all entries must be received through the submission form.
PLEASE HAVE THIS INFORMATION READY TO FILL OUT THE ONLINE FORM FOR EACH ENTRY:

- Organization
- City & State
- Preparer Name & Title
- Preparer Email
- Contact Name (if different from preparer)
- Contact Email
- Social Media Handles
  (Twitter/LinkedIn/Facebook/YouTube)
- Project/Program Name
- Entry Category
- Population Size
- Date Project Began
- Date of Completion (if applicable)
- Project Budget (excluding personnel)
- Website URL (required for website categories)

PROJECT DESCRIPTION:

This section is intended to provide an overview of the project. Please have this information prepared to fill out the online form and keep answers to each question under 1,200 characters (including spaces).

Refer to the Category Descriptions and Judging Criteria on pages 6-10 when completing the Entry Form.

Note: If submission is part of a larger campaign, you may provide a description of the campaign in a separate profile of no more than 1 double spaced page, font size no smaller than 11. Please include images and pictures, where possible and submit as supplemental material.

1. Please provide a brief description of the project. Explain how this project addresses job creation, job retention, tax base enhancements and/or improves overall quality of life.

2. What is the goal or purpose of this project?

3. Who is the target audience for this program/project?

4. What is the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added. Include metrics, where available.

5. What obstacles/barriers did you encounter in planning/implementing this project/program? How did you overcome them?

6. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

7. Who are the participants in this project? What roles did they take in planning/implementation?

8. In what ways is this project innovative or creative?

9. Why do you consider this project worthy of an award?

10. Are there any other relevant details not covered above or specific to your category?
**Digital Supplemental Material**

Digital supplemental material can include additional project information, charts, graphs, photos, video/audio, or other visuals. Please compile your supplemental materials into one file and upload it to the online form.

There is no limit on supplemental material, but please keep in mind that we receive over 500 entries each year, and judges have limited time to review each entry. Submit concise material that supports your project and adds value for the judges.

If you have material that cannot be attached and must be mailed in, see directions below.

**Mailed Supplemental Material**

All mailed supplemental material must be sent to the below address and include a copy of your receipt and project name.

Mailed material may include brochures, advertisements, reports, or other physical material that cannot be uploaded as a file. Please send five copies of your supporting material (unless otherwise specified in the category).

If you are mailing digital material (video/audio), please send two copies of the USB flash drive.

Mail your entry, postmarked by May 14th, to:

IEDC  
Attn: Awards  
734 15th St NW  
Suite 900  
Washington, DC 20005

*Payment must be received with applications. Nominations will not be considered until payment is rendered.*

**Presentation of Awards at IEDC Annual Conference**

Award recipients will receive honors at IEDC’s 2021 Annual Conference in Nashville, TN. Entrants are encouraged to register and attend.

Questions? See our FAQ or Contact awards@iedconline.org or (202) 942-9483
A. Promotional Awards

Please refer to this sheet when completing the project description section of the Entry Form for a Promotional Award.

These awards recognize innovative and effective marketing materials used for attracting, retaining, and fostering business as well as communications vehicles used by economic development organizations.

Judging Criteria for Promotional Awards (Categories 1-8):

- Goal/mission
- Effectiveness of the promotion
- Clarity of message
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession
- Overall value for economic development efforts

Category Descriptions:

1. Print Brochure
A print brochure serves either a general purpose or special purpose in communicating facts about a geographical/market area to prospects (industrial, commercial, retail or general development and investment). Print brochures may also promote specific programs, services, initiatives or events offered by your organization.

2. General Purpose Print Promotion
A promotional piece (other than a brochure), series of promotional pieces, or promotional campaign including but not limited to a folder, poster, print ad, direct mail campaign, or other campaign.
   - Mount item(s) on heavy stock with 1-inch margins. Only 1 copy of large print items (easily viewed by a group) is required.

3. Multimedia/Video Promotion
A promotional piece, series of promotional pieces, or a promotional campaign that contains non-print elements. This can include videos or mailed promotional items.
   - Videos to be viewed must be provided on a USB drive. Judges will not have internet access during judging.

4. Annual Report
A report summarizing an economic development organization’s annual activities and/or fiscal highlights.

5. Paid Advertising Campaign
One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.
   - Mount ad on heavy stock with 1-inch margins as proof of publication.

6. Magazine and Newsletter
A publication that is published periodically in which its content addresses economic development issues or informs readers of the economic development activities of your organization. Some examples may include: Newsletter, newspaper, magazine, journal.
   - Submit one issue.

7. Special Event
A meeting, seminar, marketing tour, event, or trip designed to develop prospects and promote economic development.
   - Profile must include: Event goals and objectives; audience; location; other relevant details.
   - Submit printed materials, such as program or invitation
8. Innovation in Economic Development Week (Please note: This category utilizes different judging criteria and has a special deadline of May 28, 2021)
A campaign organized to promote the economic development profession in your community, region, or state/province during EDW. Types of promotion include, but are not limited to, an event, seminar, marketing tour, web or print projects, video, and social and digital media campaigns.

Judging Criteria: Please note that criteria are meant for completion during EDW (May 9-15)

- Goal/mission
- Innovation/creativity
- Effectiveness of EDW promotion
- Community or other EDO involvement (local, regional, or state level)
- Use and quality of promotion utilizing social media

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B. INTERNET AND NEW MEDIA AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR INTERNET & DIGITAL MEDIA AWARDS.

These awards recognize outstanding and innovative use of the Internet and new media including podcasts, blogs, wikis, extranet and intranets for economic development. Since these categories are judged remotely, please include all material to be reviewed in electronic format and provide relevant URLs.

Judging Criteria for Internet & New Media Awards (Categories 9-11):

- Goal/mission
- Quantifiable results related to goal
- Data type & quality
- Effectiveness of message
- Interactivity
- Timeliness/relevance of information
- Quality of content
- Organization, visual appeal and navigability
- Accessibility
- Overall value for economic development efforts

Category Descriptions:

9. General Purpose Website
Websites designed to promote city, state, or regional economic development organizations. This category will honor communities and organizations that are using the World Wide Web as an effective marketing tool to promote services and offer information to clients.
- Include active URL of the home page.
- Applications are judged remotely. Please be sure to include electronic copies of all materials to be reviewed.

10. Special Purpose Website
A specialized website designed for a specific purpose such as promoting community data/demographics, sites and buildings, tourism or other specific types of marketing relating to economic development. The website must be for a single specific purpose and have a unique URL to demonstrate it is separate from a primary website.
- Include active URL of the home page.
- Applications are judged remotely. Please be sure to include electronic copies of all materials to be reviewed.
11. Digital Media
This award recognizes the innovative use of digital media technologies in economic development. Digital media may include: social media platforms (Twitter, LinkedIn, Instagram, Facebook etc.), blogs, e-Newsletters, interactive storytelling, augmented reality, virtual reality, data visualization applications or other digital media communication technologies to further economic development initiatives. All types of digital media initiatives are eligible such as marketing, BRE, entrepreneurship development, or talent attraction.
- Device apps must be able to be judged without the use of a smart phone or tablet.
- Applications are judged remotely. Please be sure to include electronic copies of all materials to be reviewed.
- Note: This category does not include the general purpose or special purpose use of Web sites or videos – each of which have their own IEDC award categories.

C. PROGRAM AWARDS

PLEASE REFER TO THESE SHEETS WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROGRAM AWARD.

The Program Awards recognize successful programs in economic and business development that retain and/or generate jobs and investment on an ongoing basis.

Judging Criteria for Program Awards (Categories 12-21):

- Goal/mission and achievement through measurable results
-Extent of the economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program
- Achievement of its stated objective with measurable results
- Development of strong relationships with relevant players and widespread support in the community
- Innovation, originality, and cost effectiveness
- Relevance and transferability of elements to other communities
- Program must have been active for at least 3 years

Category Descriptions:

12. Multi-Year Economic Development Program
A program, initiative, or creation of business improvement districts, special improvement districts, workforce investment boards, redevelopment agencies, local economic development corporations that fosters economic development. Applicants should be able to demonstrate results over a minimum period of three years of operation in a manner that has been documented.

13. Business Retention and Expansion (BRE) Initiatives
This award honors economic development initiatives that focus on retaining and growing existing businesses within communities and regions. Applicants should demonstrate extensive cross-community collaboration and the ability to adapt and respond quickly to unforeseen events. This award recognizes effective, innovative BRE programs or initiatives.
- The category may recognize a single event and/or a multi-year program with the minimum of three (3) years of establishment.

14. Entrepreneurship
This award recognizes programs, policies, or initiatives that nurture and support individuals or emerging small businesses to develop their ideas, products, and/or services into viable, competitive businesses. This can include, but is not limited to, providing access to finances, services, experts, networks, mentors, technology transfer, management resources, and fast learning environments.
15. Neighborhood and Retail Development
This award recognizes innovative programs that stimulate economic and retail development on a neighborhood scale. It includes the range of strategies, initiatives and investments that seek to facilitate the revitalization or redevelopment of distressed or devastated neighborhoods including retail oriented, business-oriented, people-oriented, place oriented, and community-building efforts.

16. Talent Development and Retention
This award distinguishes economic development efforts that develop strategic approaches and programs to meet one or more of following objectives: 1) strengthening the skills of the local workforce; 2) enhancing the skill sets of low-skilled and other disadvantaged workers; 3) increasing employment opportunities and experiential learning opportunities for emerging and disadvantaged workers (youth, aging workers, low skilled); 4) retraining programs for the workforce; 5) developing the pool of knowledge workers, including youth in the pipeline; 6) creating initiatives to retain and relocate local workers; 7) developing strategic marketing initiatives to attract talent including social media channels; and 8) better integrating and aligning economic and workforce development activities through systematic attempts at building a workforce system.

17. Real Estate Redevelopment & Reuse
This award recognizes innovative real estate development or reuse projects purpose-built or adaptively reused for the creation of jobs or for increasing the tax base. By demonstrating a measurable and quantitative impact on employment and the tax base, winning projects will also serve as catalysts for economic development in the area or region and will demonstrate innovative partnership approaches including public and private sectors.

18. Economic Equity & Inclusion
This award recognizes programs dedicated to improving the quality of life within a community through focused, innovative, and inclusive initiatives that incorporate the unique experiences and knowledge of underserved members of the community. These programs promote economic equity and inclusion and/or provide increased access to government and community resources to an underserved populace.

   - The three-year program requirement is reduced to one year for this category.

19. Resiliency, Recovery and Mitigation
This category includes submissions for programs, activities, and projects that represent a successful recovery initiative from natural and man-made disasters, as well as submissions that represent replicable measures undertaken to promote long term resiliency and/or sustainability from future disasters. Examples include strategies that account for ups and downs in economic and trade conditions, projects that incorporate standards and practices to address the potential of disasters common to the particular area, or projects that begin to celebrate successes of recovery from disasters. This award recognizes programs dedicated to improving the quality of life within a community through focused, innovative, and inclusive initiatives that incorporate the unique experiences and knowledge of underserved members of the community. These programs promote economic equity and inclusion and/or provide increased access to government and community resources to an underserved populace.

   - The three-year program requirement for this category does not apply to programs related to COVID-19. COVID-19 programs on any timeline can be submitted.

20. Creative Financing
This category recognizes the creative use of traditional and non-traditional financial tools and/or financial institutions for economic and business development projects, activities, and programs. Applicants should demonstrate the creative use of debt, equity, grants and tax credit financial structures to finance projects, activities and programs that would have not otherwise been funded.

21. Innovation Programs and Initiatives
IEDC is always interested in new and creative approached to economic development. If you have an outstanding project that does not seem to fit in the other award categories, nominate it here. Does the project, program or initiative offer an innovative or unique approach to an organizational management or development challenge? Is it something never before utilized (as far as you know) or is a unique approach to a common issue? Does the submission present a solution other organizations could modify for their own circumstances? (The three-year program requirement does not apply to this category. Projects on any timeline can be submitted)
D. PARTNERSHIP AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING YOUR PROFILE FOR A PARTNERSHIP AWARD.

These awards recognize significant partnerships formed in support of economic development and growth.

Category Descriptions:

22. Public-Private Partnerships
This award recognizes outstanding and innovative development projects that have significantly enhanced revitalizations of communities, states, or regions. Winners represent efforts in which larger private contributions have been added to smaller, vital public commitments. **Applicants should demonstrate:**
- The extent to which public and private sector participants have formed a true partnership or joint venture in planning, developing, and financing the project.
- Direct economic benefit to the community (such as jobs and tax base)
- Spin-off impact of the project
- Creativity or innovation in packaging the project (e.g., land acquisitions, joint venture aspects and financing)
- Profile must include: project name; location; the developer; the firm; complete information of the prime contact, the chief executive officer and chief elected official of the city. Describe the project and its significance to the community. Include the types of projects (retail, industrial, office, etc.), its physical size and financing agreements. Specify the contributions of the nominee.

23. Partnerships with Educational Institutions
This award recognizes excellence in economic development through meaningful linkages with postsecondary education. This includes, but is not limited to, collaborations in areas of real estate development, community-related research or technical assistance, economic strategy, workforce development, technology transfer, talent attraction and retention, entrepreneurship, and other relevant efforts. The focus will be on the nature and character of the partnership as well as the programmatic outcomes. **Applicants should demonstrate:**
- The extent to which the participants have formed a true partnership or joint venture in planning, development and financing the project
- Direct economic benefit to the community, such as creating jobs, increasing the tax base, or other results related to the partnership’s goal
- Spin-off impact of the partnership
- Creativity or innovation in organizing and/or governing the partnership
- Profile must include: the name of the partnership and the partners; its location(s); and the nature of the partnership. Describe the significance of the partnership to the community. Include the types of projects (research, retail, industrial, office, etc.), its physical size (if applicable) and financing agreements. Specify the contributions of the nominee.

24. Regionalism and Cross-Border Collaboration
This award focuses on innovative approaches to regionalism and other forms of cross-border cooperation (across city, county, state, province or international borders). The efforts can focus on any area(s) of economic development (e.g. business retention and expansion, marketing, trade, tourism, etc.). **Applicants should demonstrate innovative approaches to fostering, governing, and sustaining regional and cross-border collaborations, including:**
- Governance mechanisms (e.g. board selection, membership, stakeholder participation)
- Financing (e.g. revenue sharing arrangements)
- Management (e.g. conflict resolution strategies, project management)
- Success measures relevant to the objectives of the partnership
- Profiles must include: the names of the collaborating members; their location(s); and the nature of the collaboration. Describe the significance of the collaboration to the respective communities. Include the type of projects involved and financing agreements. Specify the contributions of the nominee.
25. Economic Development Organization of the Year
This award recognizes a non-profit, public agency/authority, or economic development unit within a local government with a primary mission of economic development that has demonstrated long term strategic planning, organizational development and significant community impact and/or innovation. The organization does not have to be a certified AEDO to apply. Applicants should demonstrate:
- Program innovation/continuity
- Leadership quality/consistency
- Measured metrics
- Performance benchmarks
- Objectives and goals
- Community interaction/impact
- Profiles must include: evidence of consistent strategy (e.g. long term leadership and planning), history/timeline of updated strategic plans and programs, defined set goals and accomplishments, and demonstration of committed leadership.

Please have this information ready to fill out the online form for your EDO of the Year entry:
- Organization
- City & State
- Preparer Name & Title
- Preparer Email
- Contact Name (if different from preparer)
- Contact Email
- Social Media Handles (Twitter/LinkedIn/Facebook/YouTube)
- Population Size
- Date Organization was Founded/Created
- Organization Budget (personnel budget including staffing levels, non-personnel budget)

Organization Profile:
This section is intended to provide an overview of the organization. Please have this information prepared to fill out the online form and keep answers to each question under 1,200 characters (including spaces).

1. Brief description of Economic Development Organization (incl. type: public private partnership, government, 501c3)
   a. Include information on purpose, history, geographical scope of operations, target audience(s)/client(s) for organization.

2. Organization Budget (personnel budget including staffing levels, non-personnel budget)

3. Include bios of key members of leadership team.

4. Does your organization engage in succession planning? Please describe
5. Does your organization have an organizational talent development plan? Please describe.

6. Does your organization have a board of directors or report to a governmental body? Please describe role and level of involvement of the board of directors or sponsoring governmental body in your operations.

7. Please describe any noteworthy organizational accomplishments in the past year. Explain why these accomplishments are significant (either in comparison with other economic development peers or past performance of your organization).

8. How effective has your organization been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.
   a. Include the following information: metrics, performance benchmarks, goals and objectives (where available).

9. Have you encountered any significant organizational or community based obstacles/barriers to achieving your goals/objectives? How did you overcome them?

10. Are there any elements of your program or lessons learned that can be adapted for use by other economic development organizations in other communities?

11. In what ways is your organization innovative and creative?

12. Why do you consider your organization worthy of an award?

13. Are there any other relevant details not covered above or specific to your category?

Please include letters of support for your award ideally from individuals, companies, communities and/or other organizations that have benefited from your organization’s efforts in your community. Compile these supplemental materials into one file and upload it to the online form.

Payment must be received with applications. Nominations will not be considered until payment is rendered.

**PRESENTATION OF EDO AWARDS AT IEDC ANNUAL CONFERENCE**

Award recipients will receive honors at IEDC’s 2021 Annual Conference in Nashville, TN. Entrants are encouraged to register and attend.

Questions? See our FAQ or Contact awards@iedconline.org or (202) 942-9483