

*British Columbia Economic Development Awards*



**BCEDA**

BC Economic Development Association



**2021  
BCEDA AWARDS  
NOMINATIONS  
PACKET**

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# 2021 BC Economic Development Awards Guidelines, Deadlines, and Fees

## 2021 BC Economic Development Awards

The BC Economic Development Association's *BC Economic Development Awards* recognizes the province's best economic development marketing materials; programs and partnerships. These prestigious awards honor organizations and/or individuals for their efforts in creating positive change in urban, suburban, and rural communities. Two awards will be given in each category – based on population. One award for population under 20,000 and one award for population over 20,000.

### Timeline

Call for Entries Begins: **November 9, 2020**  
Final Deadline: **February 1, 2021**

Judging Completed: **February 15, 2021**  
Awards Presentation: **March 9, 2021**

### Entry Fees (per entry)

**BCEDA Member**            **\$30.00 + GST**  
**Non-Member**            **\$100.00 + GST**

### Presentation of Awards at 2021 Virtual BC Economic Summit

Winners will be recognized at the BC Economic Summit, held virtually from March 8th to 11th, 2020. All entrants are encouraged to register and participate. For more information, visit: [www.bceda.ca/summit](http://www.bceda.ca/summit)

### Frequently Asked Questions

1. **Can I submit my organization for multiple awards?** Your organization may submit more than one entry including multiple submissions for the same category. A separate Entry Form and Entry Fee are required for each.
2. **Can I use one project for multiple awards categories?** You may submit the same project for the Community Project Award and the Marketing Innovation Award. A separate Entry Form and Entry Fee are required for each.
3. **Can I submit an entry on behalf of another organization or person?** You may submit an entry on behalf of yourself or a colleague. If you are submitting on behalf of another organization/person, you are required to notify the other party. The nominated organization must be a BCEDA member in order to qualify for the discounted entry fee.
4. **Can consultants submit award nominations for projects that they have completed?** Yes, but only if submitting it on behalf of an organization (local government, First Nation, etc.). The nomination must be submitted under the organizations' name – not the consultants.
5. **Will I get my entry back after the judging?** All submissions become the property of BCEDA.
6. **How will I know that my entry has been received?** A confirmation email will be sent upon receipt of your entry. Please allow 10 business days.
7. **If I am nominated but do not win will I still be recognized at the event?** BCEDA, out of respect for nominees, will only announce all nominations under a given category if more than five nominations are received for the award.

## BC ECONOMIC DEVELOPMENT AWARDS

### MARKETING INNOVATION AWARD

Examples of Typical Submissions:

- General Purpose Brochure
- Special Purpose Brochure
- General Purpose Publication
- Annual Report
- Magazine
- Advertising
- Newsletter/Newspaper
- General Purpose Website
- Special Purpose Website
- New Media (Eg: App, Video)
- Special Event
- Branding
- Marketing Strategy
- Marketing Campaign

### COMMUNITY PROJECT AWARD

Examples of Typical Submissions:

- Multi-Year Economic Development
- Economic Development Training
- Business Retention & Expansion
- Entrepreneurship
- Neighbourhood Development
- Human Capital Program
- Responding to Globalization
- Sustainable and Green Development
- Real Estate Redevelopment & Reuse
- Public-Private Partnerships
- Partnerships with Educational Institutions
- Regionalism and Cross-Border Collaboration

### ECONOMIC RESILIENCY AND RECOVERY AWARD

Examples of Typical Submissions:

- Strategies that account for ups and downs in local and regional economic conditions
- Projects that incorporate standards and practices to address the potential of disasters common to the area
- Projects that begin to celebrate successes of recovery from disasters

# 2021 BCEDA *Economic Development Awards* and Nomination Process at a Glance

## BC ECONOMIC DEVELOPMENT AWARDS

### AWARDS & NOMINATION PROCESS

- **Community Project Award** *recognizes a community or partnership working together in economic development*
  - Population < 20,000
  - Population > 20,000
- **Marketing Innovation Award** *recognizes achievement in marketing initiatives that support economic development*
  - Population < 20,000
  - Population > 20,000
- **Economic Resiliency & Recovery Award** *recognizes programs, activities, and projects that represent a successful recovery initiative from natural and man-made disasters, including COVID-19, as well as submissions that represent replicable measures undertaken to promote long term resiliency and/or sustainability from future disasters*
  - Population < 20,000
  - Population > 20,000

The importance of local economic development has been credited as being one of the main engines of economic growth and diversification. Individuals, communities and local business associations who plan for success, provide quality information, education and implement strategic marketing programs are known to be at the forefront of economic growth and job creation.

In recognition of this, the British Columbia Economic Development Association presents the annual “**BC Economic Development Awards**” commemorating the effort and achievement of individuals and communities. One award will be given in each category.

The selection of winners is made by a panel of judges.

### HOW TO APPLY

Simply complete the nomination form located at: [https://www.bceda.ca/professional\\_awards.php](https://www.bceda.ca/professional_awards.php)

NOMINATIONS ARE ACCEPTED UP TO Monday, February 1, 2021

The awards presentation will be held virtually.



## 2021 BCEDA “BC Economic Development Awards” and Nomination Process At a Glance

### **How to Prepare Your Entry: \*Due February 1, 2021\***

Carefully review the judging criteria and any additional submission requirements for each category. Please include the following items to complete your entry submission:

1. Complete one online Entry Form for each entry. Refer to the Category Description and Judging Criteria Sheet for your category when completing the Entry Form. The online entry form is located at [https://www.bceda.ca/professional\\_awards.php](https://www.bceda.ca/professional_awards.php)
2. Upload supporting material online – limited to 3 files
  - A profile of the project
  - Any appendices including charts, graphs and photographs.
3. Complete the online payment.  
Submit your entry online by February 1, 2021 at [https://www.bceda.ca/professional\\_awards.php](https://www.bceda.ca/professional_awards.php)

Questions? Contact Dale Wheeldon at [dwheeldon@bceda.ca](mailto:dwheeldon@bceda.ca) or 604-795-7119

# Sheet A - Marketing Innovation Award Category Descriptions & Judging Criteria

**Please refer to this sheet when completing the project description section of the entry form for the Marketing Innovation Award.** This award recognizes innovative and effective marketing initiatives used for attracting, retaining and fostering business as well as communication vehicles used by economic development organizations.

## **Award:**

The Award will be presented to the entry that has scored the highest marks. Two awards will be given in each category – based on population. One award for population under 20,000 and one award for population over 20,000.

## **Judging Criteria:**

The Marketing Innovation Award will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/Creativity
- Quality and Completeness of Information
- Contribution to the economic development efforts

## **Examples of Typical Submissions:**

- **General Purpose Brochure**  
A brochure introducing your province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities. The most effective brochures create a positive image of the area for its quality of life and cultural, educational, or other attributes.
- **Special Purpose Brochure**  
A brochure designed for a specific purpose, such as promoting an industrial park or other specific types of promotions.
- **General Purpose Publication**  
A folder, poster, or other type of promotional piece (other than a brochure), series of such items, or direct mail campaign (a single or series of two or more letters or mailing pieces with a theme).
- **Annual Report**  
A report summarizing an economic development organization's annual activities and/or fiscal highlights.
- **Advertising**  
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.
- **Newsletters/Newspaper**  
A publication that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.
- **Magazine**  
A magazine that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.
- **General Purpose Website**  
Websites designed to promote city, province, or regional economic development organizations. This category will honor communities and organizations that are using the worldwide web as an effective marketing tool to promote services and offer information to clients.
- **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.

- **New Media**  
Innovation in economic development through the deployment of new media formats. It stresses the innovative use of technology to further economic development initiatives (all types of initiatives are eligible such as marketing, BRE, entrepreneurship development, or talent attraction). Applicants could include, but are not limited to, the use of podcasts, webinars, blogs, wikis, virtual worlds, mobile devices applications, extranets or intranets, GIS, and the development of new software for economic development purposes.
- **Special Event**  
A meeting, seminar, forum, 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.*
- **Marketing Strategy**  
Mainly, economic development attraction is the process of inventorying the community and translating the findings into a plan to attract companies that will diversify and build the local/regional economy. The strategy should assist economic development practitioners to design and implement a marketing program geared towards attracting prospective firms and sectors to the community.
- **Branding**  
A successful brand development process does three things: it articulates who you are, defines what you want to be and finds creative expressions that pave the way to getting you there. It is the way many communities use to communicate vision to target audiences and achieving any number of other tactical objectives.
- **Marketing Campaign**  
Marketing campaigns are often developed to target companies, tourists, new residents, doctors, workforce and others. Communities use a variety of tools to be a part of these marketing campaigns that could include social media, websites, TV and Radio, personal visits, trade shows, and more.



## Sheet B - Community Project Award Category Descriptions & Judging Criteria

Please refer to these sheets when completing the project description section of the entry form for the Community Project Award.

This award recognizes a community or regional partnership that works together in on-going economic development work and activities. It rewards such things as strategic planning processes, marketing strategies, community involvement etc. The basic assessment of proposals will focus on achievements in the context of the original environment, challenges faced, strategies determined and change over time.

### Award:

The Award will be presented to the entry that has scored the highest marks. Two awards will be given – based on population. One award for population under 20,000 and one award for population over 20,000.

### Judging Criteria:

Community Project Award will be judged by the following criteria:

- 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

### Typical Award Submissions:

- **Business Retention and Expansion (BR+E)**  
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.
- **Entrepreneurship**  
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.
- **Neighborhood Development Initiatives**  
Innovative programs that stimulate economic development on a neighborhood scale. It includes the range of strategies or initiatives that seek to facilitate the revitalization or redevelopment of distressed or devastated neighborhoods including business-oriented, people-oriented, place oriented, and community-building efforts.
- **Workforce Development**  
Economic development efforts that develop strategic approaches to meet one or more of following objectives: 1) strengthening the skills of the workforce; 2) increasing and developing the pool of knowledge workers, including youth in the pipeline; 3) enhancing the skill sets of low-skilled and other disadvantaged workers; and 4) better integrating and aligning economic and workforce development activities through systematic attempts at building a workforce system.

## Community Project Award (cont.) Category Descriptions & Judging Criteria

Please refer to these sheets when completing the project description section of the entry form for a Community Project Award.

- **Responding to Globalization/Strategic Planning**

Economic development strategies and programs that seek to enable communities, businesses, and/or economic development organizations to better integrate into the global economy or to more resiliently respond to challenges. Strategies and programs may include elements of, but are not limited to, international strategies, the restructuring of economic development organizations, the use of the internet and networks for integrating globally, and assisting businesses to understand global sourcing and increase their global competitive position.

- **Sustainable and Green Development**

Programs that simultaneously target and create relationships between economic development and environmental sustainability. These efforts include, but are not limited to, programs which encourage energy efficiency and renewable energy, green buildings, materials and products, environmental technologies and industries, sustainable tourism, smart growth, green infrastructure, and green chemistry.

- **Real Estate Redevelopment & Reuse/Revitalization**

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.

- **Public-Private Partnerships**

Public Private partnerships are increasingly becoming part of how economic development is done. Winning projects will have shown a significant contribution to the revitalization of communities or regions through collaborations between public and private entities.

- **Partnerships with Educational Institutions**

This award recognizes excellence in economic development through meaningful linkages with postsecondary education. These are typically workforce development partnerships.

- **Regionalism and Cross-Border Collaboration**

Regional Economic Development is becoming an increasingly important. This may be a complete partnership to encourage collaboration in achieving economic development goals or it can even be cross-border cooperation (across city, county, state, province or international borders).

# Sheet C – Economic Resiliency & Recovery Award Category Descriptions & Judging Criteria

Please refer to these sheets when completing the project description section of the entry form for the Economic Resiliency & Recovery Award.

This award recognizes programs, activities, and projects that represent a successful recovery initiative from natural and man-made disasters, including COVID-19, as well as submissions that represent replicable measures undertaken to promote long term resiliency and/or sustainability from future disasters.

BCEDA may decide to issue more than one award at each population level for this category.

## **Award:**

The Award will be presented to the entry that has scored the highest marks. Two awards will be given – based on population. One award for population under 20,000 and one award for population over 20,000.

## **Judging Criteria:**

Economic Resiliency & Recovery Award will be judged by the following criteria:

- Extent of the economic impact on its community, 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

## **Typical Award Submissions:**

- Strategies that account for ups and downs in local and regional economic conditions
- Projects that incorporate standards and practices to address the potential of disasters common to the area
- Projects that begin to celebrate successes of recovery from disasters