



2011
EDA Awards of Excellence
Nomination
Package



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2011 EDA Awards of Excellence Guidelines, Deadlines and Fees

2011 EDA Awards of Excellence

The Economic Developers Alberta (EDA) Awards of Excellence recognizes the province's best economic development marketing, materials; programs and partnerships and one economic development professional that has made significant contribution to the profession. EDA recognizes the individual achievements of its members and/or honors organizations for their efforts in growing their communities.

Timeline

Call for Entries Begins:	January 1, 2011
Final Deadline for Submissions	February 28, 2011
Judging Completed	March 23, 2011
Awards Presentation	April 7, 2011

Entry Fee

EDA Marketing Alberta Awards	\$75.00
Alex Metcalfe Award	\$75.00
Economic Developer of the Year	No Charge

Eligibility

Any Association member that is in good standing and resides within Alberta.

Presentation of Awards at EDA Annual Conference

Winners will be recognized at EDA Annual Conference, April 6 – 8, 2011 in Kananaskis. All entrants are encouraged to register and attend. For more information, visit <http://www.edaalberta.ca/>

Submission List

A list of all submissions will be posted in the members section on the Opportunity Alberta website. <http://www.opportunityalberta.com/>

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. Separate entry form and entry fees are required for each submission.
- 2) **Can I use one project for multiple awards categories?** You may submit the same project for different categories. Separate entry form and entry fees are required for each submission.
- 3) **Will I get my entry back after judging?** Yes, you can pick them up at the end of the EDA Annual Conference. Submissions will not be returned by mail.
- 4) **How will I know that my entry has been received?** A list of all submissions will be posted in the members section on the Opportunity Alberta website. <http://www.opportunityalberta.com/> Once your submission has been processed your community name will appear in the appropriate category.



2011 EDA Awards of Excellence Nomination Program at a Glance

EDA MARKETING ALBERTA AWARDS OF EXCELLENCE

- Website
- Special Events, Program and Campaign
- Creative Innovations (video & film, virtual tours, CD & DVD)
- Creative Innovations (promotional items, giveaways)
- Brochure (print or electronic)
- Advertising (print or electronic)
- Use of Social Media in a Marketing Program
- Branding – Destination Marketing

ALEX METACALFE AWARD

Recognizes most successful economic development project

Examples of Typical Program Submissions:

- Technology Based Economic Development
- Multi-year Economic Development
- Business Retention, Expansion, Attraction and Development
- Entrepreneurship and Innovation
- Neighbourhood Development
- Sustainable and Green Development
- Real Estate Redevelopment and Reuse
- Public-Private Partnerships
- Partnerships with Educational Institutions
- Municipal Development Strategies
- Marketing Campaigns

ECONOMIC DEVELOPER OF THE YEAR

Awarded to an individual who has made a significant contribution to the profession.



2011 EDA Awards of Excellence Nomination Program at a Glance

Awards and Nomination Process

- Economic Developer of the Year recognizes the individual achievement in the field of economic development
- Alex Metcalfe Award recognizes a community or partnership working together in economic development
- EDA Marketing Alberta Awards recognizes achievement in marketing that supports economic development

The importance of local economic development has been credited as being one of the main engines of economic growth and diversification. Individuals, Communities, Regional Economic Development Alliances and Community Futures organizations that plan for success, provide quality information, education and implement strategic marketing programs are eligible for recognition.

Population Breakdown

Up to three awards will be awarded for the Alex Metcalfe and EDA Marketing Alberta Awards. One award for each of the following three categories may be awarded.

- Small Community population up to 10,000
- Medium Community population from 10,001 – 50,000
- Large Community population from 50,001

EDA will present only one Economic Developer of the Year Award.

Each submission must include a digital photo or disk that can be used during the presentation ceremony.

Nominations are accepted until **February 28, 2011**.



2011 EDA Awards of Excellence Nomination Program at a Glance

How to Prepare Your Entry: *Due February 28, 2011*

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

- Complete one Entry Form for each entry. Please refer to the Category Description and Judging Criteria Sheet for your category when completing the Entry Form.
- Submit any supporting material.
 - A summary of the project (Max 3 pages, double spaced)
 - Any appendices including charts, graphs and photographs
- Clearly label all pages and items in your entry.
- Complete the Payment Form
- Submit your entry postmarked by **February 28, 2011** to:

Leann Hackman-Carty
Executive Director
EDA

Suite 127
#406, 917 – 85 Street SW
Calgary, AB T3H 5Z9

Questions? Contact Leann Hackman-Carty at leann@edaalberta.ca or 1.866.671.8182



2011 EDA Awards of Excellence Nomination Program at a Glance

How to Apply – Economic Developer of the Year

Award

The Economic Developer of the Year (EDY) is awarded to an individual who has made significant contributions to economic development within the Province of Alberta. Any member in good standing may nominate one or more candidate(s) for consideration as EDY.

Nominee Eligibility

Any Association member, that is in good standing and resides within Alberta.

Criteria

The following criteria are considered:

- Years in the Economic Development
- Economic Development Studies
- Service to the Profession
- A detailed list of the candidates economic development accomplishments, including:
 - Business attraction, retention, expansion and development
 - Development and successful implementation of new strategies or programs for economic growth in his/her jurisdiction that have had an economic impact on the community,
 - Had/has a leadership role in economic development initiatives, and
 - Letters of commendation and support
- Innovation and Creativity in the Profession

Procedure

- Nominate an individual(s) by submitting their name, their respective employer, the business address and a letter of nomination outlining why the nominee should be the Economic Developer of the Year. Your nomination letter will be included in the adjudication process.
- The Nominee or her/his employer should submit a nomination package by email to: leann@edaalberta.ca.
- The nomination package should include the following items.
 - Letter of nomination
 - A current CV (resume) of the candidate

- An outline of the candidate's career in economic development
- A detailed list of their economic development accomplishments
- Supporting documentation, such as news clippings, letters of commendation, etc.
- Other information that may be relevant; and
- Letter of support from Nominee's employer.

Adjudication

- The Executive Director will contact three EDA members in each of the nominees regions and ask, independent of the nominee, for a letter of commendation to be included in the adjudication process.
- The nomination packages will be copied and sent to the adjudication committee.
- The adjudication committee will consist of the Executive Director and three members of the Association.
- Individuals who nominate a member for EDY will not be eligible to sit on the adjudication committee.
- Each member of the adjudication committee, independent of the others will review and score each entry. A ranking system (judging process and evaluation form) will be used to evaluate each criterion.

Adjudication Form

Evaluation: [please use weighted rank as noted] the higher the number the better the score.

	Criteria	Ranking	Score
1	Years in Economic Development: 0-5 years 2 points 5 – 10 years 4 points 10+ 5 points	1 - 5	
2	Economic Development Studies i.e.: <ul style="list-style-type: none"> • University of Waterloo and/or IEDC courses • CEDAP Courses • ED conferences • Seminars 	1 - 5	
3	Work in the Profession: <ul style="list-style-type: none"> • Economic Developers Alberta • EDAC • Related economic development organizations (Regional Alliances, Community Futures, Economic Development Boards etc.) • Conferences • Associations • Published papers, etc. 	1 - 5	
4	Supporting documentation: <ul style="list-style-type: none"> • Letter of Nomination • A current CV [resume] of the candidate • An outline of the candidate's career in economic development. • Letter of support from Nominee's employer. • Other information that may be relevant. 	1 - 5	
5	A detailed list of their economic development accomplishments, letters of commendation from regional ED Alberta members, supporting documentation, such as news paper clipping.	1 - 15	
6	Innovation and creativity in Economic Development	1 - 5	
	Total Score	40	



2011 EDA Awards of Excellence Nomination Program at a Glance

How to Apply – Alex Metcalfe Award

Award

Alex Metcalfe was one of the founding members and was the first President of Economic Developers Alberta in 1974. It is fitting that his name be used to honour a member, and/or member organization's most successful annual economic development project in business attraction, expansion or retention. The project must be completed and have measureable results.

This is an Award for the work we do as Economic Developers. This award will honour up to three individuals or organizations who are responsible for attracting, expanding or retaining, local, national, or international development in Alberta between January 1 to December 31, 2010.

Population Breakdown

Up to three awards will be presented for the Alex Metcalfe Award. One award for each of the following three categories may be awarded.

- Small Community population up to 10,000
- Medium Community population from 10,001 – 50,000
- Large Community population from 50,001

Any Size Project Can Win

The judging is based on the candidate or the candidate organizations involvement followed by other factors, as noted on the application package. The award(s) will be presented at the Minister's Dinner as part of the Annual Conference.

Criteria

The award recognizes the work of individuals or agencies who have assumed a lead role in developing their local, regional, and/or provincial economy through an initiative that has led to measurable success. The project must be complete and have measureable results.

This award will honor initiatives relating to the attraction, expansion or retention of business into Alberta during previous year.

Awards will be judged on the following criteria:

- Extent of the economic impact on its community, such as increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals for the program.
- Achievement of its stated objective with measureable 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

Eligibility

Any Association member, that is in good standing and resides within Alberta.

Adjudication

- The entry package will be copied and sent to the adjudication committee.
- The adjudication committee will consist of the Executive Director and three members of the Association.
- Individuals or Communities that submit an entry will not be eligible to sit on the adjudication committee.
- Each member of the adjudication committee, independent of the others will review and score each entry. A ranking system (judging process and evaluation form) will be used to evaluate each criterion.



ALEX METCALFE AWARD APPLICATION DETAILS

Name of Project: _____

Members Name and Title: _____

Employer: _____

Address: _____

Phone: () _____ Fax: () _____ Email: _____

The Adjudication Committee will consider the following criteria:

- Extent of the economic impact on the community, such as 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 measureable 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

No more than five pages of details.

Entry Fees: \$75 per entry **Complete a payment form. (Attached)**

Each submission must include a digital photo or disk that can be used during the presentation ceremony.

Entries are accepted until **February 28, 2011.**



2011 EDA Awards of Excellence Nomination Program at a Glance

How to Apply – EDA Marketing Alberta Awards

Awards

An important element of the Economic Developers Alberta (EDA) Awards of Excellence is the EDA Marketing Alberta Awards and the opportunity to exchange information related to the practice of economic development. The EDA Marketing Alberta Awards, through a forum of best practices, is an opportunity to review promotional literature and marketing tools from across Alberta that have been produced between January 1, 2010 and December 31, 2010.

Population Breakdown

Awards will be given in up to 8 categories in each of the following community sizes. If there is a multi-community submission the total population of all participating communities must be considered when submitting your entry.

Small Community	population up to 10,000
Medium Community	population from 10,001 to 50,000
Large Community	population from 50,001

Eligibility

The EDA Marketing Alberta Awards are open to all EDA members who are in good standing, reside within Alberta and who undertake to promote and market, with a view to improving the economic well-being of their communities.

Adjudication Process

Judging will select the best in each category and designate it as “best in category”.

The judges will examine each entry and rate it on each of the following criteria:

- Overall visual appeal
- Effectiveness of marketing capabilities
- Design or production quality

Eight (8) Award Categories

1) Website – This category deals with a community website, or micro site, used for marketing and promoting your community and/or project. The focus of this category is to convey hard data and information to both a broad and target audience. Websites are the number one promotional tool used in economic development. What is your strategy, how did you implement it and what are the results in using your website to market your community or project?

2) Special Event(s), Program and Campaign (individual community or collaborative partnerships) – This category deals with a singular event or series of sequential events to raise awareness of your community, a specific marketing initiative or development project. This category includes collaborative projects between communities.

3) Creative Innovations (video and film production, virtual tours, CD's DVD's) – This category deals with corporate videos, promotional videos, GIS and virtual tours or other multi media tools. Why did you create it, how did its use reach your goals and what were the results?

4) Brochure (Print and Electronic) – This category deals with a brochure that provides a comprehensive description of an event, a community/region or project. The brochure could be either web-based pdf files or print. The brochure conveys hard data to a specific audience. What was the reason for creating the brochure, how was it used and what were your results?

5) Advertising (Print and Electronic) – This category deals with print or electronic advertising. The advertisement conveys hard data to a specific audience. What was the reason for creating the ad, how was it used and what were your results?

6) Creative Innovations – promotional tools and giveaways. Share ideas on creative giveaway items.

7) Use of Social Media in a Marketing Program – This category is more than having a corporate Facebook page or Twitter account. Explain your marketing program, its execution and result and how you used Social Media to achieve your goals.

8) Branding – Destination Marketing – What is your plan? How did you execute it and what are the results to position your community to be seen above the clutter communities?

Entry Procedures

Entry Label (please firmly affix to the back of all mounted entries or to outside of entry package)

Entry Label CATEGORY: _____ Name of Campaign Population Sub-category: _____ Community: _____ Contact Person: _____ Contact Address: _____ Contact Phone: _____

Submission Guidelines

Select appropriate categories for each entry by reading the Award Category definitions. Fill out a separate entry form for each entry. Follow Entry Procedures and Submission Guidelines as listed above.

Categories 1, 2, 3, 5, 7, 8

All entries must be mounted so that they can be put on display at the Conference.

- Entries should be mounted on 24 x 36 boards (foam core, core plast, etc)
- Please affix the entry label on the BACK of the board

For Websites (category 1):

- Mount an 8.5 x 11 picture of your home page and interior page (2 images)
- Mount a description of your site's primary objectives and how it meets these needs. Include information about special features and any other items you want to draw attention to for judging.
- Include your URL with the site description

For Special Events (Category 2):

- Mount a description of your event, program, or campaign outlining the purpose, goals, and outcomes. Include information about special features and any other items you want to draw attention to for judging.
- Mount any supporting items that will help the judges better understand the execution of your event and its success (pictures, program guides, invites, stats, etc)

For Creative Innovations (Category 3):

- Mount a description of your Creative Innovation. Include information about special features and any other items you want to draw attention to for judging.
- Mount any supporting items that will help the judges better understand the execution of your Innovation and its success (pictures/stills, promo materials, URL, etc.)
- If your Innovation is hosted online, please include a URL where the judges can see the finished product
- Include a DVD/CD of your entry (preferred file format: Quicktime or Windows Media Player)
- Ensure each CD/DVD has an entry label affixed to it

For Advertising (Category 5):

- Print Advertisement
 - Print Ad must have been initially printed during the period between January 1, 2010 and December 31, 2010 and not previously entered
 - Mount one original copy of tear sheet showing the date and source (if tear sheet does not indicate the date and source, please include the front cover of the publication)
 - Mount a description of your advertising program outlining the advertising goals, target audience, and success of the ad or campaign.
- Electronic Advertisement (banner ad, web advertisement):
 - Advertisement must have been first created printed during the period between January 1, 2010 and December 31, 2010 and not previously entered
 - Include 1 electronic copy of ad on a CD/DVDs
 - Include a description of the ad's purpose, target audience, key message, and success/impact it has had.
 - Affix entry label to outside of EACH CD/DVD package

For Social Media in a Marketing Program (Category 7):

- Mount a description of your marketing program and how you leveraged Social Media within it. Include the purpose, goals, and outcomes of the program and information about special features or items you want to draw attention to for judging.
- Mount any supporting items that will help the judges better understand the execution of your program and its success (pictures, screenshots, promo materials, etc)

For Branding / Destination Marketing (Category 8):

- Mount a description of your branding/destination marketing program and indicate the primary reasons why the project was undertaken, how the project was executed, project goals, and outcomes.

- Where appropriate, include and mount before and after shots (Identity, streetscape, etc)
- Mount any supporting items that will help the judges better understand the planning & implementation of your marketing program and its success (pictures, screenshots, promo materials, etc)

Categories 4 and 6

For Brochure - print and/or electronic (Category 4):

- Print Brochure:
 - Brochure must have been first edition printed during the period between January 1, 2010 and December 31, 2010 and not previously entered
 - Include 1 copies of the brochure. Affix an entry label to EACH Brochure
 - Include a description of the brochure's purpose, target audience, key message, and success/impact it has had.
 - Submit everything in one package, and affix an entry label to the outside of the package.
- Electronic brochure:
 - Brochure must have been first edition printed during the period between January 1, 2010 and December 31, 2010 and not previously entered
 - Include 1 electronic copy of brochure on a CD/DVDs
 - Include a description of the brochure's purpose, target audience, key message, and success/impact it has had.
 - Affix entry label to outside of EACH CD/DVD package

For Create Innovations - promo items (Category 6):

- Include 1 sample of the promo item
- Include a description of the promo item's purpose and the impact it had.
- Collect everything into one package, and affix an entry label to the outside of the package.



EDA MARKETING ALBERTA ENTRY FORM

Name: _____

Title: _____

Organization: _____

Address: _____

Phone: () _____ Fax: () _____ Email: _____

CATEGORIES

- 1) Website
- 2) Special Events, Program and Campaign
- 3) Creative Innovation (video & film, virtual tours, CD & DVD)
- 4) Brochure (print or electronic)
- 5) Advertising (print or electronic)
- 6) Creative Innovation (promotional items, giveaways)
- 7) Use of Social Media in a Marketing Program
- 8) Branding – Destination Marketing

INSTRUCTIONS

Select appropriate categories for each entry by reading the Award Category definitions.
Fill out a separate entry form for each entry. Follow Entry Procedures and Submission Guidelines as listed in the awards description.

Entry Fees: \$75 per entry **Complete a payment form. (Attached)**

Each submission must include a digital photo or disk that can be used during the presentation ceremony.

Entries are accepted until **February 28, 2011.**



2010 EDA Awards of Excellence Payment Form

Name:	Title:
Organization:	
Address1:	Telephone:
Address2:	Fax:
City/Province/Postal Code:	Email:

Categories Entered:

Award Category	Quantity	Description	Amount
EDA Marketing Alberta Award of Excellence			
Alex Metcalfe Award			
Economic Developer of the Year			
Community Population Size*		Total:	
<10K <input type="checkbox"/> 10K-50K <input type="checkbox"/> >50K <input type="checkbox"/>			

* If projects from different population groups are submitted, please check and explain on the back of this form.

Totally Entries Submitted: _____ @ \$75.00 ea. (please calculate GST)
 Total Fees Enclosed: \$ _____ (must include GST)

Payment Method

Payment **MUST** be received with nominations. Nominations will not be considered until payment is rendered. Cheques should be made payable to EDA. *Entry fees are non-refundable.*

- Cheque/Money Order # _____ payable to EDA is enclosed.
- Please charge to the following credit card:
- VISA MASTERCARD

Credit Card Number:	
Name on Card:	Exp. Date:
Signature:	Date: