



Annual Economic Development Awards

Call for Entries

*2017 Mid-America Competitiveness Conference
Intercontinental Hotel • Chicago • Dec. 3-5, 2017*



Get ready for this year's Mid-America Competitiveness Conference with an entry for Mid-America EDC's Annual Economic Development Awards. Get recognized for your efforts - enter today!

Award winners will be featured in the January 2018 issue of Site Selection Magazine!



The Mid-America EDC invites you to participate in the The Mid-America EDC Economic Development Awards program. These awards recognize outstanding efforts in development of marketing materials, marketing events and economic development efforts in our twelve Mid-America region states. Get recognized for your good work! *Winners will be announced at the Mid-America Competitiveness Conference & Site Selector Forum, December 3-5 in Chicago, Illinois.* **Award winners will be featured in the January 2018 issue of Site Selection Magazine!** Award recipients will also be recognized on the The Mid-America EDC website and through our social media outlets! Don't miss this opportunity to highlight your organization's achievements!

Please note: Winners and runners up will be notified by early October. Winners will be asked to provide photos for an award winners' display at the conference. The Deal of the Year Winner will be asked to present a 5 minute overview of their winning Deal at the Monday luncheon at the conference.

Eligibility

The competition is open to all economic development organizations. Projects or organizations nominated must be located or serve a state in the Mid-America EDC region. **Entries must have been executed between June 2016 and May 2017.** Each entry may only be submitted in one category; however, there is no limit to the number of entries in multiple categories an organization may submit. Each entry must include the size of your city or region.

Entry Guidelines

Entries must be received no later than August 15, 2017, with non-member entry fees payable to Mid-America EDC. Entries become the property of Mid-America EDC and cannot be returned. Mid-America EDC assumes no responsibility for lost or damaged materials. All finalists will be notified by October 2, 2017.

- **To submit your entry by mail**, first reproduce **two copies**, complete and staple Entry Form B to each entry; then complete Entry Form A, attach the entry fees and mail **2 copies** of the entire packet (both forms A and B and your submission items).
- **To submit your entry electronically** (via check or credit credit card payment), visit <https://maedc.formstack.com/forms/2017awardscallforentries>. One entry per form via our online system, please. Please note that this is the only option for submissions via credit card.

Judging/Awards

Award winners are selected at the discretion of the judges, who reserve the right to reassign entries and to award fewer awards per category based on submissions. Entries will be evaluated according to the following criteria:

- Effectiveness in reaching stated goals
- Quality of content
- Visual Impact
- Design
- Uniqueness, innovation & originality
- Economic impact (Deal of the Year)

Categories

All entries must include a brief narrative explaining how this fits into your overall Economic Development program, the goal of the marketing piece/website/event and quantifiable results or success stories. Please include any economic benefits to your community or organization as a result of this activity.

- **Annual Report or Newsletter (printed or electronic):** A regularly published document that addresses economic development issues and/or informs readers of your organization's activities.
- **Marketing Program:** An overall comprehensive marketing program to market a community, county, state, or region to a prospect. The expected outcome of the program should be to elicit a response for more information and/or generate leads. Overall objective and outcomes should be included in the narrative. Budget, staff and size of community will be taken into consideration. This category may include online programs, print materials, special events, etc.
- **Business Retention & Expansion:** Specific initiatives that are designed to retain or expand existing industries. Examples include BR&E survey reports, industry appreciation events or ongoing programs to encourage retention/expansion.
- **Workforce Development:** Activities to attract new workforce to your area, strengthen the skills of your existing workforce or encourage retention of youth in your area.
- **Deal of the Year:** *New in 2017*, there is not an application for this award. It will be chosen by the Awards Committee from a list of projects announced in late 2016 or 2017. Please email Ron Starner at Ron.Starner@conway.com by August 15th with details regarding any of your major projects. If you are chosen, there will be an opportunity to give a 5 minute presentation during the Competitive Conference including the possibility of a short video.
- ***NEW for 2017* Entrepreneurial Award:** Unique approaches to enhancing the Entrepreneurial culture in your city or region. Unique approaches for assisting young companies through the start-up/early stage of a business life cycle. This award can be a new or relatively new effort in your community.

Mid-America EDC 2017 Annual Economic Development Awards Submission Form

(Please use this form for **mailed** entries only – online entries may be submitted via check or credit card payment at <https://maedc.formstack.com/forms/2017awardscallforentries>.)

Part A: Contact information (Please complete 1 copy and send with your entire package of entry items.)

- **Entry deadline: August 15, 2017**

Contact Name _____
Organization _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Email _____ Website _____

Fees:

Early entry - Total # of entries _____ x \$25 (member) or \$100 (Nonmember) **Total \$** _____

Payment:

Check (made payable to Mid-America EDC) – mailed copies only. Please utilize our online form to submit entries with credit card OR check payment.

Part B: Entry information (Please submit two copies of each submission item – please reproduce this form as needed, complete and attach to each submission item.)

Please include a brief narrative explaining how this fits into your overall Economic Development program, the goal of the marketing piece/website/event and quantifiable results or success stories. Please include any economic benefits to your community or organization as a result of this activity.

Division, based on annual marketing budget (please choose only one) Small (<\$100,000) Large (\$100,000+)

Category:

Annual Report or Newsletter Workforce Development
 Business Retention & Expansion Marketing Program
 Deal of the Year Entrepreneurial Award

(For Deal, email Ron Starner at Ron.Starner@conway.com)

Fill in the following information as you would like it shown in promotions.

Title of Award Submission/Entry _____
Contact Name _____
Organization _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail _____ Website _____

Mail entries and payment to:

Mid-America EDC Awards
17 S. High Street, Suite 200, Columbus, OH 43215
www.midamericaedc.org

