



EDA Community Awards Submissions

The EDA Community Award of Excellence recognize outstanding work from economic developers across Alberta and showcases best practices in economic development projects and promotions.

By their nature, economic development projects include a mix of marketing, communications and promotion. Therefore, the Award categories include marketing as a component of project activities and effectiveness. Project activities, significant achievements or outcomes must have taken place between January 1, 2020 and December 31, 2020.

Entry Fee - \$110 (+ GST) per entry.

Deadline - Entries are accepted until 4:30 PM MST, March 12, 2021

1. Choose a category.

- Business & Investment Attraction (BIA),
- Business Retention & Expansion (BRE)
- Community Economic Development (CED)

2. Prepare an Executive Summary- 150 words max.

3. For each Awards of Excellence entry, you should consider the following questions as they relate to your project:

- Why did you create it?
- How did it help you reach your goals/objectives?
- What were the results?

4. Project Summary - describe the following:

• **Goal Achievement** - what you set out to do and why- 250 words max.

• **Economic Impact and Cost Effectiveness** - the outputs and outcomes, increased revenues, benefits or return on investment; a cost-effective approach that brought added value; the extent of the economic impact on the community/region of the project. For example, this could include an increase in the overall tax base, the creation of new jobs, or achievement of criteria relevant to the goals for the program (500 words max).

• **Stakeholder Development and Community Engagement** - demonstrated community involvement at various levels; increased community economic development capacity-250 words max.

• ***Innovation and Originality*** - demonstrated innovative and original approach to achieving the goals of the project (250 words max).

• ***Marketing*** - details of any marketing or promotional activities, which may include, but not be exclusive to, a campaign, website, special events or programs, video and film, virtual tours, CD or DVD, promotional items, giveaways, brochure (print or electronic), advertising (print or electronic), use of social media, branding, destination marketing or related initiative (500 words max).

• ***Best Practices*** - processes and learnings that can serve as a model or be duplicated by other organizations, communities or regions (500 words max).

EDA Community Awards Submission Specifications:

1. Digital formats are required.
2. Each entry must include:
 - Selection of appropriate Category (BIA, BRE, CED)
 - Selection of Group size (large, medium, small)
 - Completion of online entry form
 - Executive Summary (Maximum 150 words)
 - Project Summary outlining the project, execution/implementation, results achieved and effectiveness of the initiative.
3. Digital photo(s) or graphic representation of the submitted project **MUST** be provided (i.e. ad, logo, screen shot, brochure cover). To be displayed via a power point presentation, onto a maximum of 3 slides.
4. Supporting documents may be attached as appendices.