



# 2017 EDCO Awards of Excellence Table of Contents

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## 2017 EDCO Awards of Excellence Submission Information & Guidelines

### TIMELINE

Call for Entries	<b>August 1, 2017</b>
Deadline	<b>October 6, 2017</b>
Judging & Notifications	<b>November - December</b>
Awards Presentation	<b>February 5-7, 2018</b>

### ENTRY FEES (PER ENTRY)

Entrants	Fees
EDCO Members	\$75
Non-Members	\$125

### HOW TO PREPARE YOUR ENTRY:

1. Refer to the Category Descriptions and Judging Criteria on [pages 15-16](#) when completing the online entry form. Review the entry submission forms on [pages 7-10](#) for step-by-step instructions.  
**\*\*Please note that some of the Award categories have been redefined for this year.\*\***
2. Complete one online entry form for each entry at [www.edcomarketingawards.ca](http://www.edcomarketingawards.ca). Please include 1 hard copy of your entry form with your mailed submission. Planning and Building Initiatives entries require 3 hard copies.
3. Include any supporting material. Please include 1 hard copy of your supporting materials with your mailed submission. Planning and Building Initiatives entries require 3 hard copies. Clearly label all pages and items in the entry. Supporting materials can include anything that supports the entry, including:
  - Documents
  - Images
  - Promotional Materials
4. **If you choose to submit a USB flash drive with your mailed submission, please attach it securely to your submission and label it clearly.**
5. Submit your payment online, or submit a cheque.
6. Once you have completed your submission online, mail the hard copy of your entry, postmarked by October 6, 2017 to:

Heather Lalonde  
Economic Developers Council of Ontario  
6506 Marlene Avenue  
Cornwall, ON  
K6H 7H9

### PRESENTATION OF AWARDS AT EDCO ANNUAL CONFERENCE

Award recipients will receive honours at EDCO's 2018 Annual Conference in Toronto. Entrants are encouraged to register and attend. For more information, please visit the [conference website](#).

Awards are distributed by population groups within each category.

The population groups are as follows:

- Population 0-10,000
- Population between 10,000 and 50,000
- Population between 50,000 and 250,000
- Population greater than 250,000

### **PROMOTIONAL AWARDS**

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1. Publications (print or electronic)
2. Advertising
3. Technology and New Media
4. Branding
5. Special Events **\*\*NEW\*\***

### **COLLABORATION AND PARTNERSHIP AWARDS**

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6. Public-Private Partnerships **\*\*NEW CRITERIA\*\***
7. Local Collaboration **\*\*NEW\*\***
8. Regional and Cross-Border Collaboration **\*\*NEW CRITERIA\*\***

### **PLANNING AND BUILDING INITIATIVES AWARDS**

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9. Physical Infrastructure and Redevelopment Initiatives
10. Strategic Plans and Initiatives

### **INFLUENCER OF THE YEAR AWARDS**

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11. Digital Influencer of the Year
12. Young Professional Influencer of the Year
13. Community Leader Influencer of the Year

### **LEADERSHIP AWARDS**

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14. Joseph Montgomery Economic Development Achievement
15. Innovative Community

Please see [pages 15-16](#) for full category descriptions and judging criteria.

## 2017 EDCO Awards of Excellence Frequently Asked Questions

### Q: MULTIPLE SUBMISSIONS?

A: Multiple submissions can be made for the same category. In addition, the same initiative can be entered into multiple categories if it meets the criteria. Each submission is treated separately. For each individual entry, electronic and hard copies (if available) and the submission fee (\$75 plus HST for EDCO members and \$125 plus HST for non-members) are required.

### Q: PAYMENTS?

A: Payments are accepted by Visa or MasterCard through a secure on-line site and will be processed at the end of your electronic submission (hard copies will be reconciled with on-line submissions). Payments can also be made by cheque; select the 'Cheque' option on the submission form and follow the instructions.

### Q: JUDGES?

A: A panel of professionals from the fields of economic development, marketing, advertising and tourism judge the entries in the Promotional and Collaboration & Partnership categories. Visit the Judges section on the EDCO website to see this year's judges.

A separate panel of EDCO Past Presidents judge the submissions in the Planning & Building Initiatives category. All judges will refrain from evaluating any submission that represents a conflict of interest.

### Q: FEEDBACK?

A: All submissions receive constructive feedback to assist with future projects, as well as future award submissions. Feedback will be emailed to the main submission contact after all of the winners have been notified. Submissions will now also receive a completed Scoring Card. Please see page 17 to review the Scoring Card.

### Q: PARTNER PROJECTS?

A: If you are submitting a partner project, one partner makes the submission on behalf of the group and **must** indicate all of the partners involved. If the project is selected for an award, EDCO will provide one award to the submitting partner. Additional awards can be ordered at the expense of the partners.

### Q: CATEGORY CHANGE?

A: If, after your submission is reviewed, it is found to be in an incorrect category, it will be moved to the appropriate one. The Awards Committee will attempt to inform any submission if a category change is necessary.

### Q: WINNERS?

A: Finalists will be notified in December. Winners are encouraged to invite their mayor, councillors, CEOs and other key stakeholders and partners to the EDCO Annual President's Dinner and Awards Ceremony to be held in Toronto.

### Q: AWARDS BANQUET TICKETS?

A: Tickets may be purchased online starting in October at [www.edcoconference.com](http://www.edcoconference.com).

### Q: HARD COPY SUBMISSIONS?

A: Hard copies are extremely valuable to the judging process and are required for ALL submissions. Judges have noted that they prefer to have a tangible product whenever possible. Hard copies allow judges to have access to the submission in the unlikely event that there are technical difficulties.

All hard copy submissions can be collected immediately following the EDCO Annual President's Dinner 4



## 2017 EDCO Awards of Excellence Frequently Asked Questions

and Award Ceremony. Submissions not picked up at that time will be destroyed.

### **Q: POPULATION CATEGORY FOR REGIONAL GROUPS?**

A: If your organization represents a number of small communities, submit your entry based on the combined total population of all the represented communities.

### **Q: INTERNAL PRODUCTION COSTS?**

A: Estimating production costs assists the judges in understanding the cost/value and relating the quality of the production to the budget. Please estimate the amount of staff time used in full-time equivalencies.

### **Q: PROJECTS THAT QUALIFY FOR SUBMISSION?**

A: The Awards are open to all individuals, organizations, partnerships and jurisdictions undertaking municipal or regional economic development activities within the Province of Ontario. Entries must have been produced or implemented in the last 12 months (Oct. 2016 - Oct. 2017).



## 2017 EDCO Awards of Excellence Entry Form Checklist

PLEASE COMPLETE AND INCLUDE ONE COPY WITH YOUR ENTRY PACKET:

**Before submitting your hard copy submission, ensure that;**

- Online submission is complete
- Electronic samples have been included with your online submission (if possible)

**Courier your envelope to:**

Heather Lalonde  
Economic Developers Council of Ontario  
6506 Marlene Avenue  
Cornwall, ON  
K6H 7H9

**Promotional** award submissions require **1 hard copy**.

**Collaboration and Partnership** award submissions require **1 hard copy**.

**Planning & Building Initiatives** award submissions require **3 hard copies**.

**Influencer of the Year** award submissions require **1 hard copy**.

All materials submitted should be clearly marked with:

- Name of Organization
- Title of Submission
- Category of Entry
- Population
- Marketing Budget

## 2017 EDCO Awards of Excellence Sample Submission Form

**\*\*\*For convenience purposes only. All entries must be submitted using the on-line EDCO marketing awards system. Go to [www.edcomarketingawards.ca](http://www.edcomarketingawards.ca) and click "Submit an Entry". \*\*\***

NAME OF ORGANIZATION / MUNICIPALITY: (as you would like it to appear on an award)  
PROJECT PARTNERS (if applicable):  
POPULATION:  
MARKETING BUDGET FOR SPECIFIC SUBMISSION: (or estimate how many staff hours were used in full-time equivalencies)  
TITLE OF SUBMISSION:  
CONTACT PERSON:  
TELEPHONE:  
EMAIL:  
ADDRESS:

### QUESTIONS

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1. Objective of Initiative:  
(250 words max.)

**What was the objective of this initiative and did you achieve it?**

**Consider:**

- Effectiveness in meeting objectives
- Clarity and effectiveness of the message
- Measurement - how are you measuring the success of reaching your target market or objective? Did you meet your objective? Include any relevant analytics for the project (engagement, views, attendance etc.).
- Impact of product, program or event on the community (e.g. jobs created, spin offs, community pride, increase in tax base, new partnerships)

2. Target Market/Audience Analysis:  
(250 words max.)

**Who are you targeting to reach or assist through this initiative? How are you targeting this group? What was the reach of the initiative? How were partners engaged in the initiative (if applicable)?**

**Consider:**

- Strategic positioning and differentiation
- Program or product content quality, relevance and organization of information or structures
- Ability of product, program or event to reach targeted audience and affect intended outcomes
- Partner engagement strategy

3. Budget & Cost Effectiveness:  
(250 words max.)

**What were the budgetary constraints, limitations or restrictions of this initiative? What was the initiative's return on investment? Is the project sustainable without external funding?**

**Consider:**

- Include whether or not this initiative was carried out in-house or through an outside agency, any financial constraints, partnerships created to implement project, etc.
- Cost effectiveness, return on investment



## 2017 EDCO Awards of Excellence Sample Submission Form

- Creative use of available in-house resources
- Creative leveraging of partnership funding and resources
- Impact on community or area

4. Design & Content Analysis:  
(250 words max)

**Please highlight any interesting components of the initiative.**

***Consider:***

- Creativity in design, content and delivery
- Unique solution to economic development challenge
- Program or product design style or originality
- Environmental considerations and/or elements
- SPECIFIC for Website submissions - analysis of overall navigation / ease of use of the website; flow of information; Web 2.0 /interactive qualities

Promotional Awards ONLY

**5. Did you use an outside advertising agency to assist with your project? If yes, please provide the name and email of the vendor.**





## 2017 EDCO Awards of Excellence Sample Submission Form - Influencer of the Year Awards

\*\*\*For convenience purposes only. All entries must be submitted using the on-line EDCO marketing awards system. Go to [www.edcomarketingawards.ca](http://www.edcomarketingawards.ca) and click "Submit an Entry". \*\*\*

NAME OF NOMINEE: (as you would like it to appear on an award)

TITLE:

ORGANIZATION:

YEARS EXPERIENCE:

TITLE OF SUBMISSION:

CONTACT PERSON:

TELEPHONE:

EMAIL:

ADDRESS:

### QUESTIONS

1. Please describe some of the key accomplishments that highlight how this individual is a leader in the economic development profession.
2. Please describe the impact of this individuals' contributions on their peers, industry and/or their community.
3. How have these achievements contributed to the advancement of economic development as a profession?
4. Please provide testimonials from others who have been positively influenced by this individual and their contributions.



## 2017 EDCO Awards of Excellence Submission Form - Leadership Award Nomination Form

Submit nomination form and supporting documents to [edco@edco.on.ca](mailto:edco@edco.on.ca).

### JOSEPH MONTGOMERY ECONOMIC DEVELOPMENT ACHIEVEMENT AWARD

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Name of Nominee: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Years in the Industry: \_\_\_\_\_

Nominated by: \_\_\_\_\_

Contact details: \_\_\_\_\_

Date of Nomination: \_\_\_\_\_

\*Nomination package must be attached and will be judged on the following criteria.

- Role in projects and initiatives that demonstrate substantive impact on community.
- Leadership/Team Development: relationships with various levels of governments, community and private sector and team approach
- Contribution to the economic development profession
- Community involvement
- Support endorsement: Letters of Support



Economic  
Developers  
Council  
of Ontario

## 2017 EDCO Awards of Excellence Submission Form - Leadership Award Nomination Form

Submit nomination form and video to [grow@edco.on.ca](mailto:grow@edco.on.ca).

### INNOVATIVE COMMUNITY AWARD NOMINATION FORM

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Name of Nominee: \_\_\_\_\_

Project Title: \_\_\_\_\_

Date of Project: \_\_\_\_\_

Nominated by: \_\_\_\_\_

Contact details: \_\_\_\_\_

Date of Nomination: \_\_\_\_\_

Submission video must be sent to [grow@edco.on.ca](mailto:grow@edco.on.ca) and will be judged on the following criteria.

- Describe the project and why it is considered innovative.
- How did the project impact the community/surrounding area?
- Did the project act as a catalyst for other innovation?
- Was there collaboration on the project?
- Did your involvement with EDCO play any part in the project?

### Step-By-Step Entry Guidelines: Promotional, Collaboration & Partnership, Planning & Building Initiatives, and Influencer of the Year

1. Review mock online applications ([pages 7-9](#)) to ensure you have all the information you need.
2. Visit [www.edcomarketingawards.ca](http://www.edcomarketingawards.ca).
3. Click "Submit Entry" in the top navigation - select the category that best represents your submission.
  - a. In each category, you will see the option to also select your population. This should represent the entire population of the area that will benefit from the submission (a city, region, county, etc).
4. Click on the "Continue" button on the bottom of your screen.

#### 5. Enter information:

- a. Enter the name of your Company/Organization/Municipality as you would like it to appear on your award. If you have multiple partners, please list them. They will appear on the award as entered.
- b. Is your Organization/Municipality an EDCO member? If you or one of your partners is an EDCO member in good standing, choose "Yes". If not, choose "No".
- c. Marketing Budget for Submission - this **must** include the cost associated with research, design, print, writing, etc. to have the specific sample produced. If it was produced in-house, please estimate how much staff time was used in full-time equivalencies.
- d. Enter the population of the region your submission represents.
- e. Enter any partners of the submission, if applicable.
- f. Fill in all contact information. This person will be contacted to gather any needed additional information and will be informed if your submission has been chosen for an EDCO award!

#### 6. Attach Files:

- a. Select the "Choose Files" button. This will open your computer's file browser.
- b. Choose the file associated with your submission. PDF files or JPGs are preferred. The maximum file size is 20MB. You can select multiple files at one time by holding the shift key (command key on Apple devices) and clicking on the individual files.
- c. Click the open button in your browser to return to the on-line entry form.
- d. Click "Upload Files".
- e. If you incorrectly upload a file, you can delete it from the list after you have uploaded it.
- f. **All submissions must include an attached image file that will be used to promote the submission on the EDCO website. The image must be a JPEG file and be named 'submission title' - promo.**

### 7. Links

- If your entry can be found on-line (ie: a website or an on-line resource), please use this section as an alternative or supplement to the "Upload File" section.
- Enter a Document Title as your link submission.
- Open your submission in a separate window.
- Copy the entire URL and paste it into the URL line on the on-line entry form.

### 8. Questions/Answers

- This section is where the judges will learn about the objectives, targets, cost effectiveness and the creative process involved in your submission. Review [pages 15-16](#) for judging criteria per category. Review the new Scoring Card on [page 17](#).
- Please answer each question in a complete and concise manner paying specific attention to including the information that is requested in each question. It is important to include results or outcomes in this section.**
- Bulleted answers are acceptable.
- This is your opportunity to effectively demonstrate why your entry is a shining example of economic development in Ontario.
- Do not exceed **250 words** for each answer. Once you are satisfied with your entry, please choose "Continue" at the bottom of the page.
- You may choose to "Save and Exit" or go back at any time using the buttons on the bottom of this page.

### 9. Review Entry

- Please take a moment to review your entire entry to ensure accuracy and that all questions have been answered effectively.
- All submissions require a hard copy.** Promotional, Collaboration and Partnership, and Influencer of the Year Awards require 1 hard copy. Planning and Building Initiatives Awards require 3 hard copies.
- Print the page by choosing the "Print Page" button on the bottom of the page and send it, with your submission attachments to:  
*Heather Lalonde  
Economic Developers Council of Ontario  
6506 Marlene Avenue  
Cornwall, ON  
K6H 7H9*
- If you wish to modify your entry, please choose the "Back" button to return to the page you wish to change.
- If you are submitting multiple entries and you are satisfied with the current one, choose the "Save and Add Another Entry" button to return to the first submission page.
- If you are satisfied with this entry (and all of your entries), choose the "Save and Proceed to Checkout" button to proceed to the Secure Checkout.

### 10. Secure Checkout

- Confirm the details of your submission.
- If details are correct, choose your payment method.
- If you are paying online, choose the "Pay Online with VISA/MasterCard" button, enter all of your payment details and choose "Submit".
- If you choose to pay by cheque, please fill out all of the details in the Payment by



## 2017 EDCO Awards of Excellence Step-By-Step Entry Guidelines Continued

Cheque section. Please note that your entry will be suspended until we receive this information.

- e. Please include printouts of your entry summaries in the envelope with your cheque and mail to:

*Heather Lalonde  
Economic Developers Council of Ontario  
6506 Marlene Avenue  
Cornwall, ON  
K6H 7H9*

- f. At any point, you can choose the "Add Another Entry" link at the bottom of this page to submit additional marketing pieces for award consideration.

### QUESTIONS

If, at any point in your submission, you have questions or concerns, please don't hesitate to contact us at [webhelp@edcomarketingawards.ca](mailto:webhelp@edcomarketingawards.ca), or click the "Contact Us" tab in the main navigation to be directed towards help.

### PROMOTIONAL AWARDS

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The judging criteria for the Promotional submissions include: effectiveness, innovation, creativity, quality & completeness of submission and contribution to the economic development profession.

#### 1. Publications (print or electronic)

- Magazines
- Brochures
- Directories
- Electronic Newsletters

#### 2. Advertising

- Posters
- Billboards
- Commercials

#### 3. Technology and New Media

- Websites
- YouTube Channels
- Community Apps

#### 4. Branding

- City Signs
- New Brand Design
- Innovative Brand Use

**Note:** These submissions should include formal brand development documents and style guide, where applicable.

#### 5. Special Events **\*\*NEW\*\***

New for the 2017 year, this category will accept submissions for events that have had a demonstrated economic development benefit. All events are welcome, including Canada150 events.

- Examples of acceptable events include a meeting, seminar, marketing tour or trip designed to develop prospects, promote economic development or cultivate community economic development.
- Submissions to this category should include any relevant event materials (i.e. an event program, invitation, photos of the event, etc.).

### COLLABORATION & PARTNERSHIP AWARDS

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The judging criteria for Collaboration & Partnership submissions include: level of collaboration/partnership that defined a project based on planning, development & finance, demonstrated economic benefit to the community, and creativity/innovation in executing the project.

#### 1. Public-Private Partnerships **\*\*NEW CRITERIA\*\***

- Partnerships between the government and the private sector to build public infrastructure like incubators, roads, hospitals or schools as well as deliver services.
- P3s can be structured in different ways, allocating varying degrees of responsibility for design, construction, financing, maintenance or operation to the private sector, while always maintaining public ownership or control.

#### 2. Local Collaboration **\*\*NEW\*\***

- These projects will include collaborations between municipalities and organizations located within the same geographic area (i.e. local municipal government and a local Chamber of Commerce). Projects must demonstrate economic benefit to the local geographic area in their submission.

#### 3. Regional and Cross-Border Collaboration **\*\*NEW CRITERIA\*\***

- These projects will include collaborations between municipalities and organizations across regional jurisdictions and/or national borders. For example, if a municipality submits in this category, the partners must be other municipalities or larger jurisdictions. Projects must demonstrate benefit to their larger regional geographic area in their submission.

### PLANNING AND BUILDING INITIATIVES AWARDS

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The judging criteria for Planning & Building Initiatives submissions include: the effects of product/program on intended outcomes, innovation, originality, cost-effectiveness, and impacts of product/program on the community (e.g. jobs, spin-offs, tax revenue increase, community pride).

#### **1. Physical Infrastructure & Redevelopment Initiatives**

#### **2. Strategic Plans and Initiatives**

- Strategic Plans
- Research Report/Study
- Workforce Development
- Business Retention and Expansion
- Physician Recruitment

### INFLUENCER OF THE YEAR AWARDS

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This category reflects the growing importance of positive influence within the economic development profession. Submissions will accepted by, and on behalf of individuals who have made a significant impact on their peers, the industry, their community and/or the overall influence they have had on the profession of economic development.

#### **1. Digital Influencer of the Year**

- Contributions are made primarily with the use of digital media such as Instagram, Twitter, Facebook, LinkedIn.

#### **2. Young Professional Influencer of the Year**

- Awarded to an individual new to the economic development profession.

#### **3. Community Leader Influencer of the Year**

- Awarded to an elected official.

### LEADERSHIP AWARDS

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These awards are not submitted online.

#### **Joseph Montgomery Economic Development Achievement Award**

This award submission is made by submitting a complete award nomination application ([page 10](#)), and a customized nomination package. This award is given to a leader to celebrate their significant contribution to the economic development profession based on their demonstration of the following: a strong role in projects/initiatives with substantive impact on their community; employed a partnership approach to build effective relationships/collaborations with diverse stakeholder groups (e.g. levels of government, businesses, academia and the community); and demonstrated effects on the economic development profession.

#### **Innovative Community Award**

Submissions are made by submitting a complete award nomination application ([page 11](#)), and a customized video submission that demonstrate a success story of innovation that identifies: the affected geographic location, economic impacts, the role that EDCO played in the success story, and the future influences of the success story. Videos must be submitted through an online file sharing program and will be loaded onto the EDCO YouTube channel. Videos should be no longer than 5 minutes. Submissions will be voted on by EDCO members. The winner of this award will be asked to present at the 2019 EDCO Conference.



**EDCO Awards of Excellence Scoring Card – 2017**

Award Category: \_\_\_\_\_ Submission Name: \_\_\_\_\_

Judges Names:

(1) \_\_\_\_\_ (3) \_\_\_\_\_  
 (2) \_\_\_\_\_ (4) \_\_\_\_\_

**RUBRIC**

	<b>Levels of Performance</b>				
	<b>1 (Poor)</b>	<b>2 (Fair)</b>	<b>3 (Good)</b>	<b>4 (Very Good)</b>	<b>5 (Excellent)</b>
<b>1. Objective</b> What was the objective of this initiative and did you achieve it?	Objectives were unclear, no examples presented.	Objectives were stated, but examples could have been made clearer.	Objectives were mostly clear, with some examples of them being achieved.	Objectives were clearly presented and concrete examples were given of how they were met.	Objectives were clear, concrete examples were given and response was above and beyond requirements.
<b>2. Target Audience:</b> Who are you targeting to reach or assist with this initiative? How are you targeting this group? What was the reach of the initiative? How are partners engaged in the initiative (if applicable)?	Target audience, targeting information, and product unclear.	Target audience was stated, but targeting and product could have been made clearer.	Target audience mostly clear, with some targeting information presented.	Target audience was clearly presented and concrete examples were given of how the audience was targeted. Place, product or service was clear.	Target audience clear, concrete examples were given, place, product or service clear and response was above and beyond requirements.
<b>3. Budget</b> What were the budgetary constraints, limitations or restrictions of this initiative? What was the initiative's ROI? Is the project sustainable without external funding?	No budget information was presented, no examples were provided and project ROI was not clear.	Budgetary information could have been made clearer. More examples could have been provided. Project ROI was below average.	Budgetary information was mostly clear, with some examples provided. Project ROI was adequate.	Budgetary information was very clear, with numerous examples provided. Project ROI was good.	Budgetary information was clear, numerous examples were provided, project offered excellent ROI and response was above and beyond requirements.
<b>4. Design &amp; Content Analysis</b> Please highlight any interesting components of the initiative.	Unique attributes were not presented.	Unique attributes could have been made clearer.	Unique attributes were mostly clear.	Unique attributes were clear, with several concrete examples provided.	Unique attributes were presented, concrete examples were provided and response was above and beyond requirements.

Total: \_\_\_\_\_/20

Additional Judges Comments: