

PROMOTIONAL AWARDS

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

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

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

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

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.