



Economic  
Developers  
Council  
of Ontario

# EDCO Awards of Excellence Application Package

## 2018



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## Program Information and Deadlines

### Important Dates

|                                  |                        |
|----------------------------------|------------------------|
| Call for entries                 | August 7, 2018         |
| Deadline for submissions         | October 5, 2018        |
| Judging & Finalist Notifications | November/December 2018 |
| Awards Presentation              | January 31, 2019       |

### Entry Fees (per entry)

| <b>Entrants</b> | <b>Fees</b>    |
|-----------------|----------------|
| EDCO Members    | \$80 plus HST  |
| Non-Members     | \$150 plus HST |

### How to prepare your entry:

1. Refer to the Award Categories and Category Descriptions and Judging Criteria on Pages 5-8. The Step-by-Step Instructions on Pages 16-18 will assist you in preparing your online submission. Read carefully as some of the award categories have been redefined for 2018.
2. Complete one online entry form for each entry at [www.edcoawardsofexcellence.ca](http://www.edcoawardsofexcellence.ca). Print one (1) hardcopy of your entry form to be included with your mailed submission, unless indicated otherwise (i.e., Planning and Building Initiatives).
3. Prepare your entry for mailing. Supporting materials are highly recommended to strengthen the submission. Supporting materials can include anything that supports the entry, including:
  - Documents
  - Images and videos
  - Promotional Materials



4. Include one (1) hard copy of your supporting materials with your mailed submission. Planning and Building Initiatives entries require three (3) hard copies. Clearly label all pages and items in the entry. 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. We accept credit card, cheque or EFT.
6. Once you have completed your submission online, mail the hard copy(ies) of your entry, postmarked by October 5<sup>th</sup>, 2018 to:

EDCO Awards of Excellence  
c/o Heather Lalonde, CEO  
Economic Developers Council of Ontario  
6506 Marlene Avenue  
Cornwall, ON K6H 7H9

### EDCO President's Dinner and Awards Ceremony

Presentation of the 2018 EDCO Awards of Excellence will take place during the President's Dinner and Awards Ceremony at the 62<sup>nd</sup> Annual EDCO Conference and Showcase, Sheraton Centre, Toronto. For more information, please visit: [www.edcoconference.com](http://www.edcoconference.com).



### 2018 Award Categories

1. **Promotional Awards**
  - a. Publications (Print or Electronic)
  - b. Branding and Advertising \*NEW\*
  - c. Technology and New Media
  - d. Special Events
  
2. **Collaboration and Partnership Awards**
  - a. Local Collaboration and Partnership \*NEW\*
  - b. Regional and Crossborder Collaboration and Partnership \*NEW\*
  
3. **Planning and Building Initiatives Awards**
  - a. Physical Infrastructure and Redevelopment Initiatives
  - b. Strategic Plan and Initiatives
  
4. **Influencer of the Year Awards**
  - a. Digital Influencer of the Year
  - b. Young Professional Influencer of the Year
  - c. Community Leader Influencer of the Year
  
5. **Leadership Awards**
  - a. Joseph A. Montgomery Economic Development Achievement Award
  - b. Innovative Community

Awards submissions for each category are subdivided based on population size. The population groups are as follows:

- 0 - 50,000 population
- 50,000 – 250,000 population
- 250,000+ population

See Pages 6-8 for a complete description of each award and judging criteria.



### Category Descriptions and Judging Criteria

#### 1. Promotional Awards

The Promotional Awards will be judged on their effectiveness of the promotion. Other factors will be considered such as: innovation; creativity; quality and completeness of information; and contribution to the economic development profession.

- |   |  |
|---|--|
| <p>a. Publications (Print or Electronic)*</p> <ul style="list-style-type: none"><li>• Magazines</li><li>• Brochures</li><li>• Directories</li></ul> | <p>b. Branding and Advertising*</p> <ul style="list-style-type: none"><li>• Posters</li><li>• Billboards</li><li>• Commercials</li></ul>   |
| <p>c. Technology and New Media*</p> <ul style="list-style-type: none"><li>• Websites</li><li>• YouTube Channels</li><li>• Community Apps</li></ul>  | <p>d. Special Events</p> <ul style="list-style-type: none"><li>• Meetings, seminars</li><li>• Fam or marketing tours</li><li>• Other events that promote or cultivate community economic development</li></ul> |

\*These submissions should include a copy of the brand development documents or style guide, where applicable.

#### 2. Collaboration and Partnership Awards

The criteria used in judging submissions for the Collaboration and Partnership Awards are: the extent to which collaboration and/or partnerships have formed in the planning, development and financing of the project; demonstrated economic benefit to the community; and the creativity and innovation in packaging the project.

a. Local Collaboration and Partnerships

These projects will include collaborations between municipalities and organizations located within the same area (i.e. local municipal government and a local Chamber of Commerce) or local P3s. These projects must demonstrate benefit to the local area in the submission.

b. Regional and Cross-border Collaboration and Partnerships

These projects will include collaborations between municipalities, organizations across regional jurisdictions and/or national borders or regional P3s. These projects must demonstrate benefit to the larger regional area in the submission.

### 3. Planning and Building Initiative Awards

Planning and Building Initiative submissions will be judged on: the ability of the product or program to affect the intended outcomes; innovation; cost effectiveness; and the product's or program's impact on the community (e.g. jobs created, spin-offs, community pride, increase in tax base).

#### a. Physical Infrastructure and Redevelopment Initiatives

New in 2018, submissions will be received in all population categories. One recipient will be awarded across all population sizes.

#### b. Strategic Plans and Initiatives

Strategic Plans and Initiatives includes, but is not limited to:

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

### 4. Influencer of the Year Awards

This category reflects the growing importance of positive influence within the economic development profession. Submissions will be 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 of economic development.

- Digital Influencer of the Year  
Contributions are primarily made with the use of digital media such as Instagram, Twitter, Facebook, LinkedIn.
- Young Professional Influencer of the Year  
Awarded to an individual new to the economic development profession.
- Community Influencer of the Year  
Awarded to an elected official.



### 5. Leadership Awards

Leadership Awards are not submitted through the online entry system. Please see the nomination forms on Page 19 and 20 for specific information on submitting entries for the Leadership Awards.

- **Joseph A. Montgomery Economic Development Achievement Award**  
This award submission is made by submitting a completed award nomination application on Page 19 and a customized nomination package. The package should include documents, publications, letters of reference and other supportive materials, such as video testimonials, that outline the innovative contributions the nominee has made to EDCO and the economic development profession and evidence of their commitment to go above and beyond.
- **Innovative Community Award**  
Submissions are made by submitting a completed nomination application on Page 20 and a customized video. The video will be judged by EDCO Members and must address the following criteria:
  - Telling of an innovative success story;
  - What geographic region has been affected;
  - Demonstrated economic impact;
  - The role the EDO played in the success; and
  - The influence it will have on the future.

Videos must be submitted through an online file sharing program and will be loaded to the EDCO YouTube Channel. Videos should be no longer than five (5) minutes in length. The winner of this award will be asked to present at the 2020 EDCO Conference.





## Scoring Card

Award Category: \_\_\_\_\_

Submission Name: \_\_\_\_\_

Judges:

\_\_\_\_\_  
\_\_\_\_\_

|  | <b>Performance</b>   |  |  |  |   |
|--|--|--|--|--|---|
|  | <b>Poor (1)</b>  | <b>Fair (2)</b>  | <b>Good (3)</b>  | <b>Very Good (4)</b>   | <b>Excellent (5)</b>  |
| <b>Objective</b><br>What was the objective of the initiative and was it achieved?  | Objectives were unclear, no examples presented.  | Objectives were stated, but examples could have been made clearer.   | Objectives were mostly clear, with some example 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>Target Audience</b><br>Who is being targeted to reach or assist with the initiative? How is the group being targeted? 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, and place, product or service was clear. Response was above and beyond requirements.       |
| <b>Budget</b><br>What were the budgetary constraints, limitations or restrictions of the initiative? What was the initiative's ROI?  | 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>Uniqueness</b><br>What makes the initiative unique?   | Unique attributes were not presented   | Unique attributes could have been made clearer.  | Unique attributes were mostly clear.   | Unique attributes were clear, with several examples provided.  | Unique attributes were presented, concrete examples were provided, and response was above and beyond requirements.                              |

TOTAL: \_\_\_\_\_/20

See reverse for additional judges' comments



### Frequently Asked Questions

**Q: Can I submit more than one entry in a category?**

A: Multiple submissions can be made for the same category. In addition, the same initiative can be entered for 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 (\$80 plus HST for EDCO members and \$150 plus HST for non-members) are required.

**Q: How do I pay for my awards submission?**

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 online submissions). Payments can also be made by cheque or EFT; select the 'Cheque' option on the submission form and follow the instructions to submit payment. Please contact Heather Lalonde, CEO at [edco@edco.on.ca](mailto:edco@edco.on.ca), for more information on how to set up for EFT payment.

**Q: How are the award recipients selected?**

A: A panel of professionals from the fields of economic development, marketing, advertising and tourism judge the entries in the Promotional and Collaboration and Partnership categories. The judges use the scoring card on Page 9 to evaluate each submission.

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

**Q: Can I get feedback on my entry?**

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 the winners have been announced at the annual EDCO conference.

**Q: How do I submit a project with partners?**

A: If you are submitting a partner project, one partner makes the submission on behalf of the group and **must** indicate all 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: I'm not sure on which category to enter. Will this affect my submission?**

A: If, after your submission is reviewed, it is found to be in an incorrect category or better meets the criteria of a different category than initially entered, it will be moved to the appropriate one. The Awards Committee will attempt to inform any submission if a category change is necessary.

**Q: Do I have to provide a hardcopy of my submission?**

A: Hard copies are extremely valuable to the judging process and are required for ALL submissions. Judges have noted that they prefer 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 during the annual EDCO Conference and Showcase. Hard copies must be picked immediately following the EDCO Annual President's Dinner and Awards Ceremony, at the latest. Submissions not picked up at that time will be destroyed.

**Q: What population category do I select for Regional Groups?**

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

**Q: Why do I need to provide information such as 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: What kind of 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. Consultants may submit an entry provided they have permission from the client/municipality for which the work was undertaken. Entries must have been produced or implemented between October 2017 and October 2018 for the 2018 Awards of Excellence program.



**Q: Will I be contacted if my entry is selected for an award?**

A: Finalists will be notified in December and are encouraged to invite their Mayor, Councillors, CAOs and other key stakeholders and partners to the annual EDCO President's Dinner and Awards Ceremony to be held in Toronto.

**Q: Is there a cost to attend the awards ceremony?**

A: The cost of the President's Dinner and Awards Ceremony is included in conference registration for delegates. Additional tickets may be purchased for invited guests, online starting in October at [www.edcoconference.com](http://www.edcoconference.com).



### General Information Required for Submissions

The following information is required to complete the online submission for the Promotional, Collaboration and Partnership, and Building and Planning Initiatives Awards:

- Name of Company/Organization/Municipality
- Marketing budget (or estimated staff hours if completed in-house, in full-time equivalency)
- Award Category Number:
  1. Promotional Awards
  2. Collaboration and Partnership Awards
  3. Building and Planning Initiatives Awards
- Category Name (see Page 5 for Award Categories)
- Title of Submission
- Project Partners, if applicable
- Contact Name and Information:
  - Telephone
  - Email address
  - Address

## Considerations for Answering Submission Questions

The following are the questions to answer and additional considerations for entries to the Promotional, Collaboration and Partnership and Building and Planning Initiatives Awards:

### Objective of Initiative

What was the objective of the initiative and was it achieved?

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 produce, increase in tax base, new partnerships formed)

### Target Market/Audience Analysis

Who is being targeted to reach or assist with the initiative? How is the group being targeted? How are 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



### Budget and Cost Effectiveness

What were the budgetary constraints, limitations or restrictions of the initiative? What was the initiative's ROI?

Consider:

- Include whether this initiative was carried out in-house or through an outside agency, any financial constraints, partnerships created to implement project, etc.
- Cost effectiveness and return on investment
- Creative use of available in-house resources
- Creative leveraging of partnership funding and resources
- Impact on community or area

### Design and Content Analysis

Highlight any interesting components of the initiative. What makes the initiative unique?

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

Did you use an outside advertising agency or consultant to assist with your project? If yes, please provide the name and email of the vendor and indicate if you want them to receive recognition if the entry is selected for an award.



### Step-by-Step Entry Instructions

#### For Promotion, Collaboration and Partnership, Planning and Building Initiatives and Influencer of the Year Awards

1. Review Pages 13-15 to ensure you have all the information you need to complete your submission.
2. Visit the awards website at [www.edcoawardsofexcellence.ca](http://www.edcoawardsofexcellence.ca).
3. Click on "Submit Entry" in the top navigation bar and select the category that best represents the submission.
4. Click on the "Continue" button at the bottom of the screen.
5. Enter information:
  - a. Enter the name of the Company/Organization/Municipality as it should appear on the award, if the submission is selected. If the project has multiple partners, please list them all.
  - b. Is the Company/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" from the drop-down menu.
  - c. The Marketing Budget for the submission 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 many staff hours were used to equal a full-time equivalency.
  - d. Enter the population of the region the project represents.
  - e. Enter any partners of the submission, if applicable. Estimate the participation in the project using a percentage.
  - f. Fill in all contact information. The person listed will be contacted to gather any additional information that may be needed and will be informed if the submission is selected as a finalist for an award.
6. Attach files:
  - a. Select the "Choose Files" button. This will open your computer's file browser.
  - b. Choose the file(s) associated with the submission. PDF files or JPG files are preferred. The maximum file size is 20MB. Multiple files can be selected at one time by holding the shift key (command key on Apple devices) and clicking on the individual files.
  - c. Click the open button on your browser to return to the online entry form.
  - d. Click "Upload Files".





- e. If you incorrectly upload a file, it can be deleted from the list after the upload is complete.
  - f. All submissions must include an attached image file that will be used to promote the submission on the EDCO website and in the award presentation, if it is selected for an award. The image must be a JPEG file and named 'submission title'-promo.
7. Links
- a. If the can be found online, such as a website or an online resource, please use the links section as an alternative or supplement to the "Upload File".
  - b. Enter a Document Title as the link submission.
  - c. Open the link in a separate window.
  - d. Copy the entire URL and paste it into the URL line on the online entry form.
8. Questions/Answers
- a. This section is where the judges will learn about the objectives, targets, cost effectiveness and the creative process involved in your submission. Review Pages 6-8 for judging criteria per category.
  - b. 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.
  - c. Bulleted answers are acceptable.
  - d. This is the opportunity to effectively demonstrate why your entry is exemplary and representative of outstanding work in economic development.
  - e. Do not exceed 250 words for each answer. Once you are satisfied with the entry, choose "Continue" at the bottom of the page.
  - f. Click "Save and Exit" or go back at any time using the buttons at the bottom of the page.
9. Review Entry
- a. Take a moment to review your entire entry to ensure accuracy and that all questions have been answered effectively.
  - b. If you wish to modify your entry, choose the "Back" button to return to the page your wish to change.
  - c. All submissions require hard copies. Promotional, Collaboration and Partnership, and Influencer of the Year Awards require one (1) hard copy. Planning and Building Initiatives Awards required three (3) hard copies.



- d. Print the page by choosing the "Print Page" button on the bottom of the page.
  - e. 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.
  - f. When you have completed all the entries you wish to submit, choose the "Save and Proceed to Checkout" button to proceed to the Secure Checkout.
10. Secure Checkout
- a. Confirm the details of your submission.
  - b. If details are correct, choose your payment method.
  - c. If you are paying online, choose the "Pay Online with VISA/MasterCard" button, enter all of your payment information and choose "Submit".
  - d. If you choose to pay by cheque or EFT, please fill out all the details in the "Payment by Cheque" section. Please note that your entry will be suspended until the payment is received.
  - e. Please include printouts of your entry summary in the envelope with your cheque or EFT payment form.
11. Mail the Submission
- a. Complete the Entry Form Checklist on Page 22. The checklist will ensure your submission is complete. Be sure to mail the checklist with your hard copy submission.
  - b. Send your submission to:

EDCO Awards of Excellence  
c/o Heather Lalonde  
Economic Developers Council of Ontario  
6506 Marlene Avenue  
Cornwall, ON K6H 7H9

If at any point in your online submission, you have questions or concerns, please contact [webhelp@edcoawardsofexcellence.ca](mailto:webhelp@edcoawardsofexcellence.ca) or click the "Contact Us" tab in the main navigation.



Submit the following nomination form and supporting documents with the subject line 'Joseph A. Montgomery Economic Development Achievement Award Nomination' to [edco@edco.on.ca](mailto:edco@edco.on.ca). If you decide to include video testimonials as support endorsement, include a video file sharing link.

### EDCO Leadership Awards Joseph A. Montgomery Economic Development Achievement Award Nomination Form

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

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

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

Years in the industry: \_\_\_\_\_

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

Nominator contact details: \_\_\_\_\_

Date of nomination: \_\_\_\_\_

The nomination package must include supporting documentation 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;
- Acceptable support endorsement:
  - Letters of support
  - Video testimonials (15-30 seconds in length per video)



Submit the following nomination form and video file sharing link with subject line 'Innovative Community Award Nomination' to [grow@edco.on.ca](mailto:grow@edco.on.ca).

### EDCO Leadership Awards Innovative Community Award Nomination Form

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

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

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

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

Nominator contact details: \_\_\_\_\_

Date of nomination: \_\_\_\_\_

A file sharing link to the submission video must be sent to [grow@edco.on.ca](mailto:grow@edco.on.ca) and will be judged on the following criteria:

- Project description 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?



### Photo/Image/Video Release Form

I grant to the Economic Developers Council of Ontario Inc. (EDCO), its representatives and employees, the right to use photographs, images and video footage provided as part of the application to the 2018 Awards of Excellence for recognition and promotional purposes, in print and/or electronically.

I maintain that individuals featured in the photos/images/videos acknowledge and authorize the use for the purposes outlined in this release.

I maintain that I have consent for use of any information provided under copyright or trademark.

I agree that the Economic Developers Council of Ontario Inc. (EDCO) may use the photographs, images or video footage for any lawful purpose, with or without my name, including for example, such purposes as publicity, illustration, advertising and Web content.

I, the undersigned, have read and understand the above:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

Date: \_\_\_\_\_



### Awards Submission Checklist

Please complete and include one copy of the checklist with your hard copy submission package for Promotional, Collaboration and Partnership, Building and Planning Initiatives and Influencer of the Year Awards.

- The online submission has been completed at [www.edcoawardsofexcellence.ca](http://www.edcoawardsofexcellence.ca)
- The appropriate number of hard copies has been printed (one for Promotional and Collaboration and Partnership and Influencer of the Year Awards; three for Building and Planning Initiatives)
- The photo/image/video release form on Page 21 has been signed
- Payment has been made online (or a cheque or EFT payment is in process) and the printed summary is included

All materials submitted should be clearly marked with:

- Name of the organization
- Title of submission
- Category of entry
- Population
- Marketing budget

Send the complete package to, postmarked by October 5<sup>th</sup>, 2018 to:

EDCO Awards of Excellence  
c/o Heather Lalonde  
6506 Marlene Avenue  
Cornwall, ON K6H 7H9