

# **EDCO MARKETING AWARD**

## **ENTRY INFORMATION**

### *Eligibility*

The EDCO Marketing Awards are open to all those undertaking municipal economic development activities within the Province of Ontario. Participants are not required to be members of EDCO. All promotional material currently in use is eligible for submission. Entry must have been produced or implemented in the last 12 months (Oct. 2008 – Oct. 2009).

Entries considered in previous years can be submitted provided they have been **substantially revised or updated in both format and nature of content**. Previous EDCO award winning submissions are not eligible. For example: newsletters that have won previously cannot be resubmitted unless the overall design of the piece has been changed, not just the content.

### *Entry Guidelines*

#### **PLEASE NOTE – THERE IS A NEW PROCESS THIS YEAR FOR SUBMISSIONS**

- A) Each submission must have an EDCO Awards Form and Background Information Sheet completed on-line with an electronic sample attached of the specific submission in PDF format.
  - B) Each submission also requires one hard copy sample of the submission except for Product Development category which requires three hard copies. Please mail or courier to Kathy Weiss - Director, Economic Development Services, Municipality of Chatham-Kent, 445 Grand Avenue West, P.O. Box 944, Chatham, ON N7M 5L3
1. All materials submitted should be clearly marked with the name of the organization, title of submission, category of entry, population and marketing budget for the specific submission/item or estimated commercial value to produce the item if in-house resources were utilized.
  2. Multiple submissions can be made for the same category.
  3. Each entry is considered an individual submission and requires both electronic and hard copy processes noted in A and B above.
  4. Payments are accepted by Visa or Mastercard on-line through a secured site and will be processed at the end of your electronic submission (hard copies will be reconciled with on-line submissions).
  5. Payments made by cheque must select cheque option on submission form and follow instructions accordingly.

For inquiries contact Kathy Weiss at 1-866-542-5994 (toll-free) OR (519) 351-7700, ext. 2032 E-mail: [kathyw@chatham-kent.ca](mailto:kathyw@chatham-kent.ca)

or Brenda Otto at (705) 653-1900 ext. 239. Email: [brenda.otto@trenthills.ca](mailto:brenda.otto@trenthills.ca)

**All submissions (electronic and hard copy) including payment, must be received by 5:00 p.m. on Friday, November 13th, 2009.**

# JUDGING

## **Please Note:**

A panel of professionals from the fields of economic development, marketing advertising, tourism and site selection, will judge the entries in the Business Development and Tourism categories.

A separate panel of EDCO Past Presidents will judge the submissions in the Product Development categories. All judges will refrain from judging any submission that may represent a conflict of interest. To ensure effective and comprehensive evaluation, the Awards Committee and Judges may re-assign submissions to alternate categories.

## *Judging Criteria*

The criteria to be used in judging submissions for the Business Development and Tourism sections will include:

- Effectiveness in meeting objectives – remember to explain the objectives in your submission
- Clarity and Effectiveness of message
- Positioning and Differentiation
- Content quality, relevance, and organization of information
- Creativity and innovation in design, content and delivery
- Design and production quality
- For Website Submissions, all of the above, plus overall Navigability

**Submissions for the Product Development sections will be judged on criteria which will include:**

- Ability of product or program to effect intended outcomes
- Innovation and originality
- Cost effectiveness
- Product's or program's impact on the community  
(e.g. jobs created, spin offs, community pride, increase in tax base)

# FOR YOUR INFORMATION

Marketing award winners will be notified in December and are encouraged to invite their Mayors, Councillors, CAO's and other key stakeholders and partners to the EDCO 53rd Annual President's Dinner and Award ceremony to be held on Friday, February 4, 2010. Tickets may be purchased through EDCO's website at: [www.edco.on.ca](http://www.edco.on.ca)

## *Entry Display*

Submissions will be displayed during the EDCO 53<sup>rd</sup> Annual Conference in Toronto on Friday, February 4, 2010.

## **PLEASE NOTE – THERE IS A NEW PROCESS THIS YEAR**

All submissions can be collected after 10:00 p.m. following the awards banquet. **Submissions not gathered that evening will be destroyed.**

EDCO will publish the names of the winning entries for all categories on its website and in the EDCO Newsletter.

## *Contact Us:*

Should you require additional information or have questions, please do not hesitate to contact:

**Kathy Weiss - Director, Economic Development Services  
Municipality of Chatham-Kent**

445 Grand Avenue West, P.O. Box 944  
Chatham; ON. N7M 5L3

Tel: 1-866-542-5994 (toll-free) OR (519) 351-7700, ext. 2032

Fax: (519) 351-7852

E-mail: [kathyw@chatham-kent.ca](mailto:kathyw@chatham-kent.ca)

## *2010 Marketing Award Committee Members:*

Jean-Mathieu Chénier, City of Greater Sudbury  
Marie Fitzpatrick-Hall, City of Mississauga  
Dan Gagnon, City of Elliot Lake  
Nancy Johnston, City of Brampton  
Doug Lindeblom, Region of Durham  
Valerie Machado – City of Kitchener  
Brenda Otto, Co-chair, Municipality of Trent Hills  
Jennifer Patterson, City of Hamilton  
Stephannie Schlichter, City of Barrie  
Andrea Thomson – City of Brampton  
Martin van Zon, Interkom Inc.  
Kathy Weiss, Co-chair, Municipality of Chatham-Kent  
Kate Young, Greater Peterborough Area

# 2010 EDCO AWARDS CATEGORIES

Please review the category descriptions below and submit your entries to the category that best fits your submission. (The judges and/or the awards committee reserve the right to re-categorize submissions if appropriate.)

## ***Business Development***

### 1. **Publications (Print or Electronic)**

- a. ***Brochure / Specialty / Cooperative Publication***  
Includes brochures/publications highlighting community industrial, commercial information or promotes a municipality or region including Lure, Industrial Park, Business Area and Service brochures as well as research reports, community profiles, media & film industry investment publications and sector specific publications (i.e.: call centre, forestry, bio-tech, newspaper supplements etc.)
- b. ***Newsletter***  
Regularly published news vehicle highlighting local economic development news.
- c. ***Annual Report***  
Annually published year-end reports detailing annual accomplishments and successes of an economic development organization or municipality.
- d. ***Business Directory***  
Includes business or industrial directories.

### 2. **Advertising**

- a. ***Stand Alone / Cooperative Advertisement***  
Includes stand-alone (single) promotional ads for print, radio, TV, other electronic delivery or direct mail.
- b. ***Advertising Campaign***  
A campaign utilizing a series of related ads and one or more forms of promotion such as direct mail, print, radio, TV, electronic media, billboards or outdoor advertising.

### 3. **Marketing utilizing Technology**

The use of technology to convey information about a community or region:

- a. **Website**  
Please submit URL/ website address.
- b. **Interactive Databases**  
GIS, available lands and buildings, program registrations, interactive site selection tools, etc.
- c. **Other Innovative Technology**  
CD/DVD presentations, multi media presentations, etc.

### 4. **Branding**

*Community or business branding or a re-branding project*

Any materials or promotional items that have been created as part of the overall branding initiative should be submitted (for example: style guidelines, advertisements, brochures, etc). Individual items may also be submitted in appropriate categories.

### 5. **Business Development Event / Campaign**

Initiation and delivery of a business event (i.e.: business breakfast, Mayor's lunch, launch of a new business park, special business recognition awards, etc.) including the advertising and promotion for the event.

# Tourism

## 6. Publications (Print or Electronic)

- a. *Visitors' Guide*  
A publication highlighting accommodation, attractions, community information and events.
- b. *Travel Trade and / or Group Tour*  
Publication specifically targeting motor coach, conventions, or travel agents.
- c. *Specialty Brochure / Map / Guide*  
Targeted brochure for specialized niche market (i.e. Local foods, Historical, Cultural, B & B accommodation, Fishing, Hiking, Snowmobiling, etc.)
- d. *Industry Communiqué*  
Communication tools targeting tourism stakeholders (i.e. newsletter, membership piece, marketing plan in electronic or print).

## 7. Advertising

- a. *Stand Alone / Cooperative Advertising*  
Includes stand-alone (single) promotional ads for print, radio, TV, other electronic delivery or direct mail.
- b. *Advertising Campaign*  
A campaign utilizing a series of related ads and one or more forms of promotion such as direct mail, print, radio, TV and other electronic media, billboards or outdoor advertising.

## 8. Innovative Technology

The use of technology to convey information about a community or region's tourism initiative:

- a. *Website*
- b. *Interactive Databases*  
GIS, Program Registrations, Visitor Services, etc.
- c. *Other Innovative Technology*  
Rich Media, Blogging, CD / DVD presentations, e-Newsletters, etc.

## 9. Branding

### *Community or business branding or a re-branding project*

Any materials or promotional items that have been created as part of the overall branding initiative should be submitted (For example: style guidelines, advertisements, brochures, etc). Individual items may also be submitted in appropriate categories.

## 10. Tourism Special Event / Campaign

The production of a tourism event (For example Cultural Festival, Familiarization (FAM) Tour, Christmas Lights, Communities in Bloom, etc.) including the advertising and promotion for the event. This includes special bid proposals for events such as Summer Games, etc.

## ***Product Development (Both Tourism & Business Development)***

**PLEASE SUBMIT THREE SAMPLES OF SUBMISSION FOR PRODUCT DEVELOPMENT**

This category recognizes creative forms of improving a municipality's competitiveness. It recognizes organizations that have developed leading edge/innovative marketing programs, designed and implemented new initiatives or best practices to foster economic growth.

## 11. Physical Infrastructure

This category addresses creative and innovative approaches to infrastructure development such as financing initiatives, public/private partnerships, etc. Entries may include all types of projects such as business parks; land, office, residential, and retail developments; tourism initiatives; waterfront developments; building redevelopments; telecommunication infrastructure projects, etc. that contribute to a community's economic growth.

## 12. Redevelopment Initiatives

This category recognizes programs focusing on the renewal of a particular area of the community, i.e. Downtown Revitalization, Brownfield Developments, Business Improvement Areas, Tourism/Recreational areas, etc.

### **13. Workforce Development**

Projects/programs could include those which are based on community-based partnerships, or are collaborative solutions to workforce challenges. Initiatives such as training and education programs to increase workforce skills and competitiveness are eligible for this category. Examples are apprenticeship programs, educational forums, customer service programs, workforce upgrading and development of specialized educational initiatives to meet local needs.

### **14. Business Retention/Expansion**

This category addresses community based initiatives that support business retention and expansion. Examples include BR&E programs, business mentorship programs, strategic alliances, and technical adjustment programs.

### **15. Physician Recruitment**

This category includes the development of Community Physician Recruitment initiatives and would include an overall recruitment strategy including any incentive programs, marketing initiatives, events, etc.

### **16. Strategic Plans**

This category includes the development of Community or Economic Development Strategic Plans, Downtown Strategies, Industrial or Business Recruitment strategies, Tourism Strategy, Destination management Plans, etc. Submissions should indicate the process used to develop the strategy (i.e.: public input).

# 2010 EDCO AWARDS FORM

**\*\*\*Please complete the 2010 EDCO Awards Form & Background Information sheet for each entry\*\*\***

<b>NAME OF ORGANIZATION / MUNICIPALITY:</b> (as you would like it to appear on an award)
<b>POPULATION:</b>
<b>MARKETING BUDGET FOR SPECIFIC SAMPLE:</b> (OR ESTIMATED COMMERCIAL VALUE TO PRODUCE THE ITEM IF IN-HOUSE RESOURCES WERE UTILIZED.)
<b>CATEGORY NUMBER:</b>
<b>CATEGORY NAME:</b>
<b>TITLE OF SUBMISSION:</b>
<b>CONTACT PERSON:</b>
<b>TELEPHONE:</b>
<b>E- MAIL:</b>
<b>ADDRESS:</b>









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# 2010 EDCO AWARDS SUMMARY FORM

NAME OF ORGANIZATION / MUNICIPALITY: \_\_\_\_\_

