Vision

Ideas

Action

2020

Saskatchewan Economic Development Awards of Excellence

NOMINATIONS PACKAGE

Submission Deadline June 30, 2020

Presentation to Recipients Fall of 2020

seda

Saskatchewan Economic Development Awards

The importance of economic development has been credited as being one of the main engines of economic growth and diversification. Individuals, communities and local business associations who plan for success, provide quality information, education and implement strategic marketing programs are known to be at the forefront of economic growth and job creation.

The Saskatchewan Economic Development Awards recognizes the province's best economic development marketing materials; programs and partnerships. These prestigious awards honor organizations and/or individuals for their efforts in creating positive change in urban, suburban, and rural communities.

Three Award Categories are available for submissions:

1. Community Project Award—Refer to Page 3
2. Marketing Innovation Award—Refer to Page 5
3. John Sutherland Lifetime Achievement Award—Refer to Page 9

Two awards will be given in each category based on size of local or regional population, with the exception of the John Sutherland Lifetime Achievement Award. One award for population under 5,000 and one award for population over 5,000.

Nominations must pertain to projects and initiatives' ongoing or completed within the past two years.

The selection of winners is made by an independent panel of judges.

TIMELINE

Final Deadline for Entries: **June 30, 2020**
Judging Completed and Recipients Notified by: **August 15, 2020**
Awards Presentation: **Fall of 2020** at the Intersections for Growth Conference **"BEING THE CHANGEMAKER"** to be held in Saskatoon.

ENTRY FEES (per entry)

SEDA Member: No Charge
Non-Member $100.00 + GST

Contact the SEDA Office at 306-384-5817 with any questions relating your submissions.

Frequently Asked Questions

1. Can I submit for multiple awards? Your organization may submit multiple submissions for the same category. A separate Entry Form and Entry Fee are required for each.
2. Can I use one project for multiple awards categories? No, submitting a project in multiple categories is not acceptable.
3. Can I submit an entry on behalf of another organization or person? If you are submitting on behalf of another organization/person, you are required to notify the other party. The nominated organization must be a SEDA member in order to have the entry fee waived.
4. Will I get my entry back after the judging? All submissions become the property of SEDA.
5. How will I know that my entry has been received? A confirmation email will be sent upon receipt of your entry. Please allow 10 business days.
6. If I am nominated but do not win will I still be recognized at the event? SEDA, out of respect for nominees. will only announce all nominations under a given category if more than five nominations are received for the award.

Community Project Award

Category Description & Judging Criteria

PLEASE REFER TO THESE SHEETS WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A COMMUNITY PROJECT AWARD.

This award recognizes a community or regional partnership that works together in on-going economic development work and activities. It rewards such things as strategic planning processes, marketing strategies, community involvement etc. The basic assessment of proposals will focus on achievements in the context of the original environment, challenges faced, strategies determined and change over time.

Award:

⇒ The Award will be presented to the entry that has scored the highest marks.
⇒ Two awards will be given based on population.
⇒ One award for population under 5,000 and one award for population over 5,000.

Judging Criteria:

Community Project Award will be judged by the following criteria:

1. Extent of the economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program.
2. Achievement of its stated objective with measurable results.
3. Development of strong relationships with relevant players and widespread support in the community.
4. Innovation, originality, and cost effectiveness.
5. Relevance and transferability of elements to other communities.

Examples of Award Submissions:

Business Retention and Expansion (BR+E)

Economic development initiatives that focus on retaining and growing existing businesses within communities and regions. Applicants should demonstrate extensive cross-community collaboration, and the ability to adapt and respond quickly to unforeseen events.

Entrepreneurship

Programs, policies, or initiatives that nurture and support individuals or emerging small businesses to develop their ideas, products, and/or services into viable, competitive businesses. This can include, but is not limited to, providing access to finances, services, experts, networks, mentors, technology transfer, management resources, and fast learning environments.

Neighborhood and Downtown Development Initiatives

Innovative programs that stimulate economic development on a neighborhood scale. It includes the range of strategies or initiatives that seek to facilitate the revitalization or redevelopment of distressed or devastated neighborhoods including business-oriented, people-oriented, place oriented, and community-building efforts.

Workforce Development
Economic development efforts that develop strategic approaches to meet one or more of following objectives: 1) strengthening the skills of the workforce; 2) increasing and developing the pool of knowledge workers, including youth in the pipeline; 3) enhancing the skill sets of low-skilled and other disadvantaged workers; and 4) better integrating and aligning economic and workforce development activities through systematic attempts at building a workforce system.

Responding to Globalization/Strategic Planning
Economic development strategies and programs that seek to enable communities, businesses, and/or economic development global economy or to more resiliently respond to challenges. Strategies and programs may include elements of, but are not limited to, international strategies, the restructuring of economic development organizations, the use of the internet and networks for integrating globally, and assisting businesses to understand global sourcing and increase their global competitive position.

Sustainable and Green Development
Programs that simultaneously target and create relationships between economic development and environmental sustainability. These efforts include, but are not limited to, programs which encourage energy efficiency and renewable energy, green buildings, materials and products, environmental technologies and industries, sustainable tourism, smart growth, green infrastructure, and green chemistry.

Real Estate Redevelopment & Reuse/Revitalization
Innovative real estate development or reuse projects purpose-built or adaptively reused for the creation of jobs or for increasing the tax base. By demonstrating a measurable and quantitative impact on employment and the tax base, winning projects will also serve as catalysts for economic development in the area or region and will demonstrate innovative partnership approaches including public and private sectors.

Please complete the Awards Submission Form on Page 7.

Please enclose relevant pictures of the project that can be used as part of the Awards Presentation, should your project be chosen.

Marketing Innovation Award

Category Description & Judging Criteria

PLEASE REFER TO THESE SHEETS WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A MARKETING INNOVATION AWARD.

This award recognizes innovative and effective marketing initiatives used for attracting, retaining and fostering business as well as communication vehicles used by economic development organizations.

Award:
The Award will be presented to the entry that has scored the highest marks. Two awards will be given in each category – based on population. One award for population under 5,000 and one award for population over 5,000.

Judging Criteria:
The Marketing Innovation Award will be judged by the following criteria:

- ⇒ Effectiveness of the promotion
- ⇒ Innovation/Creativity
- ⇒ Quality and Completeness of Information
- ⇒ Contribution to the economic development efforts

Examples of Typical Submissions:

General Purpose Brochure
A brochure introducing your province, community, region or area to prospects for industrial, commercial, retail, or general development opportunities.

Special Purpose Brochure
A brochure designed for a specific purpose, such as promoting an industrial park or other specific types of promotions.

General Purpose Publication
A folder, poster, or other type of promotional piece (other than a brochure), series of such items, or direct mail campaign (a single or series of two or more letters or mailing pieces with a theme).

Annual Report
A report summarizing an economic development organization's annual activities and/or fiscal highlights.

Advertising
One or a series of two or more paid black-and-white or color advertisements with a common economic development theme published on the web or in a print medium such as a newspaper or magazine.

Newsletters/Newspaper
A publication that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.

Magazine
A magazine that is published regularly which addresses economic development issues or informs readers of the activities of your development organization.

General Purpose Website
Websites designed to promote city, province, or regional economic development organizations. This category will honor communities and organizations that are using the worldwide web as an effective marketing tool to promote services and offer information to clients.

Special Purpose Website
A specialized website designed for a specific purpose such as promoting community data/demographics, sites and buildings, tourism or other specific types of marketing relating to economic development.

New Media
Innovation in economic development through the deployment of new media formats. It stresses the innovative use of technology to further economic development initiatives (all types of initiatives are eligible such as marketing, BRE, entrepreneurship development, or talent attraction). Applicants could include, but are not limited to, the use of podcasts, webinars, blogs, wikis, virtual worlds, mobile devices applications, extranets or intranets, GIS, and the development of new software for economic development purposes.

Special Event
A meeting, seminar, forum, marketing tour, event, or trip designed to develop prospects and promote economic development. Profile must include: event goals and objectives; audience; location; other relevant details. Submit printed materials, such as program or invitation.

Marketing Strategy
Mainly, economic development attraction is the process of inventorying the community and translating the findings into a plan to attract companies that will diversify and build the local/regional economy. The strategy should assist economic development practitioners to design and implement a marketing program geared towards attracting prospective firms and sectors to the community.

Branding
A successful brand development process does three things: it articulates who you are, defines what you want to be and finds creative expressions that pave the way to getting you there. It is the way many communities use to communicate vision to target audiences and achieving any number of other tactical objectives.

Marketing Campaign
Marketing campaigns are often developed to target companies, tourists, new residents, doctors, workforce and others. Communities use a variety of tools to be a part of these marketing campaigns that could include social media, websites, TV and Radio, personal visits, trade shows, and more.

Please complete the Awards Submission Form on Page 7.

Enclose relevant pictures and/or electronic examples of marketing components that can be utilized in the Awards Presentation, should your project be chosen.

SUBMISSION GUIDELINES

Community Project/Marketing Innovation Award

Nominations must be accepted digitally via email or by mailing a USB with all relevant materials to the SEDA office.

Please submit the following:

Organization: Contact Name:
Contact Tel: Email:

Project/Item Name: Category for entry:
Date Project Began: Date of Completion (if applicable):
For website related entries, enter your website URL:

Project Description
Please refer to the ***Category Description and Judging Criteria Sheet*** corresponding to your category when answering the following questions in the space provided.

Identify the your Submission category and population range.

Community Project Award
- Under 5,000 population
- Greater than 5,000 population

Marketing Innovation Award
- Under than 5,000 population
- Greater than 5,000 population

The following questions are intended to provide an overview of the project. Answering all questions will assist the judging panel in evaluating your submission.

Keep answers to under 200 words and submit using a double space format.

1. Please provide a brief description of the project:
2. What is the goal or purpose of this project?
3. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.
4. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?
5. In what ways is this project innovative or creative?
6. Are there any other relevant details not covered above or specific to your category?

Enclose relevant pictures and/or electronic examples of marketing components that can be utilized in the Awards Presentation, should your project be chosen.

John P. Sutherland
Lifetime Achievement Award

Category Description & Judging Criteria

The late John Sutherland, long-time employee for the Canadian National Railway, was instrumental in the establishment of and fundraising for the Saskatchewan Economic Development Association (SEDA). His personal commitment to and support of the Association and its members have had a lasting impact on economic development in Saskatchewan.

The award recognizes lifetime achievement and excellence within the field of community and economic development in Saskatchewan.

Eligibility
Individuals who are engaged as a professional, technical, management OR volunteer position in the field of community economic development in Saskatchewan.

Awards Criteria
The following criteria will be considered in the adjudication process:

- Consistent exemplary performance in the economic development profession for at least 20 years.
- Innovative and effective business skills and leadership in executing economic development projects that have had a significant impact on communities.
- A widespread and positive impact on other practitioners in development with whom the nominee has had contact.
- Voluntary involvement at a local, regional or provincial level.
- Awards and other recognition conveyed.

Please follow the submission guidelines on Page 9.

Enclose relevant pictures of the nominee, if possible, and his/her contributions to be used in an audio/visual presentation at the awards ceremony.

SUBMISSION GUIDELINES

John P. Sutherland Lifetime Achievement Award

Nominations must be accepted digitally via email or by mailing a USB with all relevant materials to the SEDA office.

Please submit the following:

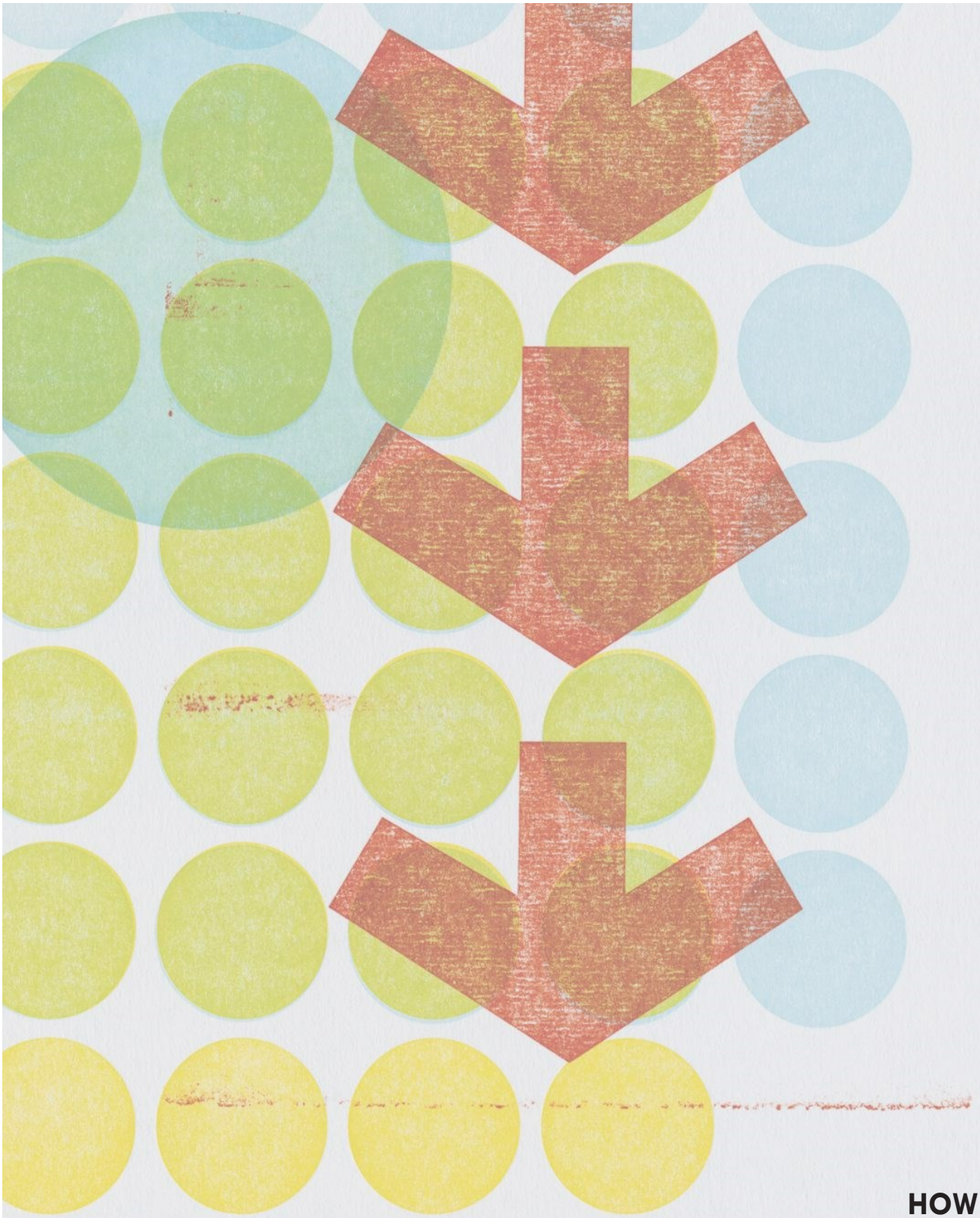
Your Organization:
Your Contact Name:
Your Contact Tel: Email:

Name of Nominee: Nominee's Organization or Business (if applicable):
Nominee Tel: Nominee Email:

Narrative Submission:
Please refer to the Category Description and Judging Criteria Sheet and submit a narrative submission no longer than three(5) pages in length double spaced. Clearly label all pages and items in your entry.

Letters of support or commendation are encouraged. Submit any supporting material digitally as appendices.

Enclose relevant pictures of the nominee, if possible, and his/her contributions to be used in an audio/visual presentation at the awards ceremony.



HOW TO APPLY

Simply fill out the attached nomination form and email to:
seda@seda.sk.ca

Contact the SEDA Office at 306-384-5817 with any questions relating to the submission process.

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NOMINATIONS ARE ACCEPTED UP TO June 30, 2020

The awards luncheon will be held at the:
Saskatoon Inn in fall of 2020