

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.

Growing Communities



One Idea at a Time



SASKATCHEWAN ECONOMIC DEVELOPMENT AWARDS OF EXCELLENCE

NOMINATIONS PACKAGE

Submission Deadline: June 27, 2022

Presentation to Recipients September 27 and 28, 2022

2022

Four Award Categories are available for submissions:

1. Community Project Award (see pages 2 and 4)
 - Under 5,000 population
 - Greater than 5,000 population
2. Marketing Innovation Award (see pages 3 and 4)
 - Under 5,000 population
 - Greater than 5,000 population
3. John Sutherland Lifetime Achievement Award (see page 5)
4. Chairman's Award/Special Recognition

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 27, 2022**

Judging Completed and Recipients Notified by: **August 20, 2022**

Awards Presentation: Awards will be presented in person at the 2022 Provincial Summit: Growing Communities One Idea at a Time, happening September 27 and 28, 2022 at Dakota Dunes Resort.

ENTRY FEES

SEDA Member: No Charge

Non-Member: \$100 + GST (per entry)

FREQUENTLY ASKED QUESTIONS

Can I submit for multiple awards?

Your organization may submit multiple submissions for the same category. A separate Entry Form and Entry Fee (if applicable) are required for each.

Can I use one project for multiple awards categories?

No, submitting a project in multiple categories is not acceptable.

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.

Will I get my entry back after the judging?

All submissions become the property of SEDA.

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.

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

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, business retention, expansion or attraction, tourism development, community engagement etc. The basic assessment of proposals will focus on achievements in the context of the original environment, challenges faced, strategies determined, action taken, actual and/or projected impacts.

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

The Community Project Award will be judged by the following criteria:

1. Achievement of its stated objective with measurable results.
2. Development of strong relationships with relevant players and widespread support in the community.
3. Innovation, originality, and cost effectiveness.
4. Relevance and transferability of elements to other communities.
5. Extent of the actual and/or projected 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.

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.

Community/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 areas 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
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.

Submitting Your Nomination

You will need to provide all the details requested in the nomination form on page 4, which gathers details about your organization and the project you wish to nominate.

When compiling your submission, consider the following questions as they relate to your project:

- Why did you create it?
- How did it help you reach your goals/objectives?
- What were the results?

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

All information must be received by the SEDA office by **June 27**.

You can email your nomination form and supporting documents to coordinator@seda.sk.ca or mail a USB with all relevant materials to the SEDA office:

P.O. Box 113
Saskatoon, SK S7K 3K1

If you have any questions about the submission process, you can call the SEDA office at 306 384 5817.

MARKETING INNOVATION AWARD

Category Description & Judging Criteria

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 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:

1. Effectiveness of the promotion
2. Innovation/creativity
3. Quality and completeness of information
4. Contribution to the economic development efforts

EXAMPLES OF AWARD 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 mail-ing 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.

Submitting Your Nomination

You will need to provide all the details requested in the nomination form on page 4, which gathers details about your organization and the project you wish to nominate.

When compiling your submission, consider the following questions as they relate to your project:

- Why did you create it?
- How did it help you reach your goals/objectives?
- What were the results?

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

All information must be received by the SEDA office by **June 27**.

You can email your nomination form and supporting documents to coordinator@seda.sk.ca or mail a USB with all relevant materials to the SEDA office:

P.O. Box 113
Saskatoon, SK S7K 3K1

If you have any questions about the submission process, you can call the SEDA office at 306 384 5817.

NOMINATION FORM DETAILS

Community Project/Marketing Innovation Awards

NOMINATING ORGANIZATION INFORMATION

Organization: _____
Contact Name: _____
Contact Telephone: _____
Contact Email: _____

PROJECT INFORMATION

Project/Item Name: _____
Date Project Began: _____
Date Project Completed (if applicable): _____
For website-related entries, enter the URL: _____

PROJECT DESCRIPTION

The categories below are intended to provide an overview of the project. Answering all questions will assist the judging panel in evaluating your submission. Please refer to the Category Description and Judging Criteria Sheet corresponding to your category when describing the your in each of the following categories.

Impact and Cost Effectiveness: the outputs and outcomes, increased revenues, benefits or return on investment; a cost-effective approach that brought added value; the extent of the economic impact on the community/region of the project. For example, this could include an increase in the overall tax base, the creation of new jobs, or achievement of criteria relevant to the goals for the program. (500 words max)

Stakeholder Development and Community Engagement: demonstrated community involvement at various levels; increased community economic development capacity.

Innovation and Originality: demonstrated innovative and original approach to achieving the goals of the project.(250 words max)

Identify your submission category and population range.

Note: Your organization may submit multiple submissions for the same category, but a separate entry and fee (if applicable) are required for each submission.

*Your organization **may not** submit a project in multiple categories.*

Community Project Award

- Under 5,000 population
- Greater than 5,000 population

Marketing Innovation Award

- Under 5,000 population
- Greater than 5,000 population

Marketing: details of any marketing or promotional activities, which may include, but not be exclusive to, a campaign, website, special events or programs, video and film, virtual tours, CD or DVD, promotional items, giveaways, brochure (print or electronic), advertising (print or electronic), use of social media, branding, destination marketing or related initiative. (500 words max)

Best Practices: processes and learnings that can serve as a model or be duplicated by other organizations, communities or regions. (500 words max)

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

Submitting Your Nomination

All information must be received by the SEDA office by **June 27**. You can email your nomination form and supporting documents to coordinator@seda.sk.ca or mail a USB with all relevant materials to the SEDA office:

P.O. Box 113
Saskatoon, SK S7K 3K1

If you have any questions about the submission process, you can call the SEDA office at 306 384 5817.

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 Alliance (SEDA). His personal commitment to and support of the Alliance 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.

JUDGING CRITERIA

The following criteria will be considered in the adjudication process:

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

Submitting Your Nomination

You will need to provide all the details requested in the nomination form on this page, which gathers details about your organization and the person you wish to nominate.

All information must be received by the SEDA office by **June 27**.

You can email your nomination form and supporting documents to coordinator@seda.sk.ca or mail a USB with all relevant materials to the SEDA office:

P.O. Box 113
Saskatoon, SK S7K 3K1

If you have any questions about the submission process, you can call the SEDA office at 306 384 5817.

NOMINATION FORM DETAILS

NOMINATING ORGANIZATION INFORMATION

Organization: _____

Contact Name: _____

Contact Telephone: _____

Contact Email: _____

Name of Nominee: _____

Nominee Organization or Business: _____

Nominee Telephone: _____

Nominee Email: _____

NOMINEE INFORMATION

NARRATIVE SUBMISSION

Referring to the category description and judging criteria on this page, submit a narrative submission no longer than three (3) 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.

If possible, please enclose relevant pictures of the nominee and their contributions to be used as part of the Awards Presentation.

CHAIRMAN'S AWARD/SPECIAL RECOGNITION

The SEDA Board Chair or Board of Directors as a collective whole may, each year, choose to present a "Chairman's Award," to recognize individuals, organizations or communities who have demonstrated a multiyear commitment to the vitality, growth and sustainability of their locale and the province.

Growing Communities



One Idea at a Time