



"The Best of the Midwest"
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Mid-America Economic Development Council's Annual Economic Development Awards Call for Entries

*2011 Mid-America Competitiveness Conference
Intercontinental Hotel • Chicago • Dec. 4-6, 2011*



Get ready for this year's Mid-America Competitiveness Conference with an entry for MAEDC's Annual Economic Development Awards.

The awards competition is open to all economic development organizations in MAEDC's 10-state region. Get recognized for your efforts - enter today!

Award winners will be featured in the January 2012 issue of Site Selection Magazine!



"The Best of the Midwest"

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MAEDC invites you to participate in the MAEDC Economic Development Awards program. These awards recognize outstanding efforts in development of marketing materials, marketing events and economic development efforts in our ten Midwestern states. Get recognized for your good work! *Winners will be announced at the Mid-America Competitiveness Conference & Site Selector Forum, December 4-6 in Chicago, Illinois.* **Award winners will be featured in the January 2012 issue of Site Selection Magazine!** Award recipients will also be recognized in MAEDC's monthly e-newsletter and on the MAEDC website! Don't miss this opportunity to highlight your organization's achievements!

Eligibility

The competition is open to all economic development organizations in MAEDC's ten-state region. Entries must have been produced after June, 2010. Each entry may only be submitted in one category; however, there is no limit to the number of entries in multiple categories an organization may submit.

Entry Guidelines

Entries must be received no later than Sept. 2, 2011, with entry fees payable to MAEDC. Entries become the property of MAEDC and cannot be returned. MAEDC assumes no responsibility for lost or damaged materials. To prepare entries for submission, first reproduce **two copies**, complete and staple Entry Form B to each entry; then complete Entry Form A, attach the entry fees and mail **2 copies** of the entire packet (both forms A and B and your submission items).

Judging/Awards

Award winners are selected at the discretion of the judges, who reserve the right to reassign entries and to award fewer awards per category based on submissions. Entries will be evaluated according to the following criteria:

- Effectiveness in reaching stated goals
- Quality of content
- Visual Impact
- Design
- Uniqueness, innovation & originality

Categories

All entries must include a brief narrative explaining how this fits into your overall Economic Development program, the goal of the marketing piece/website/event and quantifiable results or success stories. Please include any economic benefits to your community or organization as a result of this activity.

Annual Report: A summary of an economic development organization's annual activities and/or fiscal highlights.

Newsletter (printed or electronic): A regularly published document that addresses economic development issues or informs readers of a development organization's activities.

Website: Website promoting city, county, state, or regional economic development organizations. Please include narrative explaining the target audience the website is intended to reach, how it fits into the overall marketing plan of your organization, how you are measuring the success of the site, and examples of success stories and their impact on your community or organization. Include a printed copy of your homepage along with the URL.

Business Retention & Expansion: Specific initiatives that are designed to retain or expand existing industries. Examples include BR&E survey reports, industry appreciation events or ongoing programs to encourage retention/expansion.

Special Events: An event designed to develop prospects and promote economic development. Please include the goals and objectives of the event, the target audience, outcomes and promotional materials.

Workforce Development: Activities to attract new workforce to your area, strengthen the skills of your existing workforce or encourage retention of youth in your area.

Community Promotion and Marketing Program: An overall program or coordinated promotional pieces to market a community, county, state, or region to a prospect. The expected outcome of the program or promotional pieces should be to elicit a response for more information and/or generate leads. Overall objective and outcomes should be included in the narrative. Budget, staff and size of community will be taken into consideration.

MAEDC Annual Economic Development Awards Submission Form

Part A: Contact information (Please complete 1 copy and send with your entire package of entry items.)

Entry deadline: Sept. 2, 2011

Name _____
Organization _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail _____ Website _____

MAEDC Member Nonmember

Fees:

Total number of entries _____ x \$75 (members) or \$110 (nonmembers) **Total amount enclosed \$** _____

Payment:

Entries will not be considered for judging unless payment accompanies this entry form.

Check (made payable to MAEDC) VISA MasterCard Amex Discover

Credit Card Number _____
Cardholder Name (Please Print) _____
Expiration Date _____ Signature _____
Cardholder Address _____

Part B: Entry information (Please submit two copies of each submission item – please reproduce this form as needed, complete and attach to each submission item.)

Please include a brief narrative explaining how this fits into your overall Economic Development program, the goal of the marketing piece/website/event and quantifiable results or success stories. Please include any economic benefits to your community or organization as a result of this activity.

Division, based on annual marketing budget (please choose only one) Small (<\$100,000) Large (\$100,000+)

Category:

Annual Report Newsletter Website Special Events Workforce Development
 Business Retention & Expansion Community Promotion and Marketing Program

Fill in the following information as you would like it shown on the award.

Title _____ Project Manager/Designer _____
Organization _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail _____ Website _____

Mail entries and payment to:

MAEDC Awards
17 S. High Street, Suite 200, Columbus, OH 43215
www.maedc.net