



**Annual Economic
Development Awards**

Call for Entries



The Mid-America EDC invites you to participate in the Mid-America EDC Economic Development Awards program. These awards recognize outstanding endeavors in development of marketing materials, marketing events and economic development efforts in our thirteen Mid-America region states.

Due to the COVID-19 pandemic, our 2020 awards deadline will be extended to January 31, 2021— AND, we have added a new award category “Overcoming Adversity”! *Winners will be announced at the 2021 Best Practices Conference May 12-14, 2021 in Flint, Michigan.* Award recipients will be recognized on the Mid-America EDC website and through our social media outlets! Don’t miss this opportunity to highlight your organization’s achievements!

Please note: Winners and runners up will be notified in early March 2021. Winners will be asked to provide electronic photos related to their award to be used for marketing purposes. The Economic Impact Deal of the Year Winner(s) will be asked to present a 2-3 minute overview of their winning Deal at the Awards Luncheon at the Best Practices Conference.

Eligibility

The competition is open to all economic development organizations. Projects or organizations nominated must be located or serve a state in the Mid-America EDC region. **Entries must have been executed between January 2019 and September 2020.** 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. Each entry must include the size of your city or region.

Entry Guidelines

Entries must be received no later than January 31, 2021 with non-member entry fees payable to Mid-America EDC. Entries become the property of Mid-America EDC and cannot be returned. Mid-America EDC assumes no responsibility for lost or damaged materials. All finalists will be notified in early March 2021.

- **To submit your entry by mail**, 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).*
- **To submit your entry electronically** (via check or credit card payment), https://maedc.formstack.com/forms/2020_awards_call_for_entries. One entry per form via our online system, please. Please note that this is the only option for submissions via credit card.*

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 by an external judging committee according to the following criteria:

- Effectiveness in reaching stated goals
- Quality of content
- Visual Impact
- Design
- Uniqueness, innovation & originality
- Economic impact (Deal of the Year)

Categories

All entries must include a brief narrative detailing your entry, including quantifiable results and/or success stories, and economic benefits to your community or organization related to the entry.

- **Marketing Program:** May include: An overall comprehensive marketing program to market a community, county, state, or region to a prospect; an Annual Report or Newsletter; Online Programs, and/or a Specific Program or Event. The expected outcome of the submission should be to inform, promote successes or to elicit a response for more information, and/or generate leads. Overall objective and outcomes should be included in the narrative.
- **Workforce Development:** Activities and/or innovative programs to attract new workforce to your area, strengthen the skills of your existing workforce or encourage retention of youth in your area.
- **Economic Impact Deal of the Year:** This award recognizes a project having significant and measurable impact on a City, County and Region. The project must have already broken ground and be in the initial phase of implementation between January 2019 and September 2020. The measurable impact can include capital investment, jobs, supplier network, economic impact or new partnership initiatives that positively improved the community. The winner for each category (small and large), will be asked to provide a two to three minute presentation (including a short video if you prefer) during the Competitiveness Conference Awards Luncheon.
- **Entrepreneurial Award:** Unique approaches to enhancing the Entrepreneurial culture in your city or region. Unique approaches for assisting young companies through the start-up/early stage of a business life cycle. This award can be a new or relatively new effort in your community.
- **Overcoming Adversity:** Submit your project or best practice that your community, region, or state utilized during a situation of overcoming a challenge – anything from a factory shut-down, to a COVID-19 response plan, or natural disaster. Entries will be judged based on the creativity and impact the project/best practice had on overcoming adversity.

Mid-America EDC 2020 Annual Economic Development Awards Submission Form

(Please use this form for mailed entries only – online entries may be submitted via check or credit card payment at https://maedc.formstack.com/forms/2020_awards_call_for_entries.)

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

- **Entry deadline: January 31, 2021**

Contact Name _____
Organization _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Email _____ Website _____

Fees:

Early entry - Total # of entries _____ x \$25 (member) or \$100 (Nonmember) Total \$ _____

Payment:

___ Check (made payable to Mid-America EDC) – mailed copies only. Please utilize our online form to submit entries with credit card OR check payment.

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 detailing your entry, including quantifiable results and/or success stories and economic benefits to your community or organization related to the entry.

Division, based on community population (please choose one) ___ Small (Less than 50,000) ___ Large (50,000+)

Category:

___ Economic Impact Deal of the Year ___ Workforce Development
___ Marketing Program ___ Entrepreneurial Award
___ Overcoming Adversity

Fill in the following information as you would like it shown in promotions/ads, materials, etc.

Title of Award Submission/Entry _____
Contact Name _____
Organization _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail _____ Website _____

Mail entries and payment to:

Mid-America EDC Awards
400 W. Wilson Bridge Rd., Suite 120, Worthington, OH 43085
www.midamericaedc.org