

2014 Awards Winners
Communication Awards
&
Community Economic
Development Awards



2014 Communication Awards Winners

Best of Show

Food and Beverage Media Familiarization Tour

Award of Superior, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

Best of Class

Large Division

*Prime Power Park Video for NC
Public Power Communities
ElectriCities of North Carolina
Raleigh, NC*

Best of Class

Medium Division

*Williamson County 2014 Trends
Report
Williamson, Inc. Economic
Development-Franklin, TN*

Best of Class

Small Division

*City of Madison Industrial
Development Board
Start Here Accordion Grid
City of Madison, Alabama/City
of Madison Industrial
Development Board-
Madison, AL*

Best of Class

State Division

*Food and Beverage Media
Familiarization Tour
Kentucky Cabinet for Economic
Development- Frankfort, KY*

Special Judges Award for Design and Content Integration

State Division

*Manufacturing Advertisement
Kentucky Cabinet for Economic
Development- Frankfort, KY*

Special Judges Award for Online Content and Mobile Access

State Division

*VEDP Web site
Virginia Economic Development
Partnership
Richmond, VA*

A special thank you to our award's judges:

Deanna Anderson

Gary Yates

Greg Barnard

Jennifer Tanner

Michael Southard

Winners by Category

GENERAL PURPOSE BROCHURE

Williamson County 2014 Trends Report

Award of Superior- Medium Division

Williamson, Inc. Economic Development- Franklin, TN

Economic Development Guide

Award of Excellence-, Large Division

San Antonio Economic Development Foundation-
San Antonio, TX

Map Out Success for Your Business in Virginia - Pocket Brochure

Award of Excellence, State Division

Virginia Economic Development Partnership- Richmond, VA

Grow In A Vibrant Region Brochure

Award of Merit, Large Division

Tulsa Regional Chamber- Tulsa, OK

Charlotte Overview

Award of Merit, Large Division

Charlotte Chamber of Commerce- Charlotte, NC

Community Profile 2013 - 2014

Award of Merit, Medium Division

High Point Economic Development Corporation- High Point, NC

Dodge City/ Ford County Retail and Business Dev. Guide

Award of Merit, Medium Division

Dodge City/ Ford County Development Corporation- Dodge City, KS

SPECIAL PURPOSE BROCHURE

Charlotte: Big Data & Analytics

Award of Superior, Large Division

Charlotte Chamber of Commerce- Charlotte, NC

2013 Year in Review

Award of Excellence, Large Division

Greater Richmond Partnership- Richmond, VA

SPECIAL PURPOSE BROCHURE CONTINUED

Starting A Business in Buda - Interactive Digital Brochure

Award of Excellence, Large Division

Buda Economic Development Corporation- Buda, TX

Diversity in Charlotte

Award of Excellence, Large Division

Charlotte Chamber of Commerce, Charlotte, NC

Charlotte: Your Headquarters Location

Award of Excellence, Large Division

Charlotte Chamber of Commerce, Charlotte, NC

Entrepreneur's Guide to Starting a Business in Waynesboro

Award of Excellence, Medium Division

City of Waynesboro- Waynesboro, VA

United Kingdom Trade Mission Brochure

Award of Excellence, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

GENERAL PURPOSE PROMOTION

2014 NC Public Power Calendar

Award of Superior, Large Division

ElectriCities of North Carolina- Raleigh, NC

City of Madison Industrial Development Board

Start Here Accordion Grid

Award of Superior, Small Division

City of Madison, Alabama/City of Madison Industrial Development Board-
Madison, AL

Liberty County Development Authority Industry Gift Set

Award of Excellence, Large Division

Liberty County Development Authority- Hinesville, GA

Southport Billboard

Award of Excellence, Large Division

ElectriCities of North Carolina- Raleigh, NC

Virginia's Middle Peninsula and Northern Neck Regions

Virginia's Watermen Tourism Training Program *Business Retention and Expansion * Community Development * Community Involvement* Population Over 100,000

Virginia's wild harvest of fish and other seafood products has been in decline for several decades due to declines in Chesapeake Bay health, decreasing and often unreliable catches, and the ever-increasing costs of doing business. The average age of today's working waterman is over 60 years old and it is rare that younger watermen choose commercial fishing as a career option. As watermen leave the industry, their legacy and knowledge is lost. Local communities are also negatively impacted because these losses impact local economies and their access to safe, local seafood. Rappahannock Community College's Workforce and Community Development office developed a program that capitalizes on the knowledge and earnings potential of commercial watermen and leverages that produce positive economic impacts for the local communities.

Virginia's Watermen Tourism Training Program provides training for watermen who wish to supplement their incomes by developing tourism-based businesses. The program spurs economic development throughout coastal Virginia, connects the public directly with working watermen as educators and Bay stewards, and emphasizes the benefits of buying local seafood. The three primary Virginia project partners have been Rappahannock Community College Workforce and Community Development, Virginia Waterman's Association, and Chesapeake Environmental Communications.

RCC identified funds for two initial training classes, both of which were held in 2013. Nine watermen students enrolled in the Middle Peninsula class. This spring three of those nine are pursuing captain's licenses through Chesapeake Marine Training Institute with grant funding we secured. Our training classes provide tools and resources for business development (customer service, liability, marketing, networking, community partnerships, etc.), storytelling and curriculum development, and ecosystem science. Our classes also include a final project where each waterman presents his/her outline for their business and detailed curriculum ideas to receive group feedback.

Tupelo/Lee County, Continued

Through this proactive, non-traditional strategy in recognizing and preparing for future growth opportunities, the resulting project announcement retained 380 jobs and paved the way for long-term growth within the plant and community.

With the completion of the consolidation and modernization project, economic development leaders traveled to Tecumseh's Michigan head-quarter to express their appreciation. Following that trip, the Lee County facility became a contender for the AE² compressor production line, which then culminated in winning the AE² line in 2013.

GENERAL PURPOSE PROMOTION CONTINUED

Speculative Building V Promotional Pieces

Award of Merit, Large Division

Bowling Green Area Chamber of Commerce- Bowling Green, KY

Economic Recruitment Folder

Award of Merit, Large Division

Charlotte Chamber of Commerce,- Charlotte, NC

Certified Date Center Site Marketing

Award of Merit, Medium Division

County Government [Roanoke]- Roanoke, VA

PUBLICATION ADVERTISING:

SINGLE ADVERTISEMENTS

Manufacturing Advertisement

Award of Superior, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

2014 NC Public Power Calendar "Our State" Ad

Award of Merit, Large Division

ElectriCities of North Carolina- Raleigh, NC

2014 NC Public Power Calendar Spread Ad

Award of Merit, Large Division

ElectriCities of North Carolina- Raleigh, NC

PRINTED REPORTS

Major Employers Directory

Award of Excellence Large Division

Charlotte Chamber of Commerce- Charlotte, NC

Charlotte Overview

Award of Excellence Large Division

Charlotte Chamber of Commerce- Charlotte, NC

Lafayette Economic Performance Index

Award of Merit, Large Division

Lafayette Economic Development Authority- Lafayette, LA

NEWSLETTERS & NEWSPAPERS

2013-2014 Developments Newsletter

Award of Excellence, Large Division

ElectriCities of North Carolina- Raleigh, NC

MAGAZINES AND ADVERTORIALS

Become And Entrepreneur Advertorial Section

Award of Superior, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

VT Magazine Advertorial

Award of Excellence, Medium Division

Montgomery County, VA Economic Development Department

Christiansburg, VA

Livability: Tupelo Lee County

Award of Merit, Large Division

Community Development Foundation- Tupelo, MS

ANNUAL REPORTS

2012 Annual Report

Award of Superior- Large Division

Baton Rouge Area Chamber- Baton Rouge, LA

EAPDD Annual Report

Award of Superior, Large Division

East Arkansas Planning & Development District- Jonesboro, AR

This is My Kentucky Progress Report

Award of Superior, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

Team Volusia 2013 Annual Report

Award of Excellence, Large Division

Team Volusia Economic Development Corporation- Daytona Beach, FL

Cherokee Office of Economic Development Award

Winning Year in Review

Award of Excellence, Medium Division

Cherokee Office of Economic Development- Canton, GA

Tupelo/Lee County, Mississippi

Tecumseh Products Company

Business Retention and Expansion

Population 40,001 to 100,000

To meet the challenges of a global economy in 2011, Tupelo/Lee County community and economic development leaders took a collaborative risk in pursuing an opportunity for growth in an existing industry, Tecumseh Products Company. As a result of the community's collective planning efforts for long-term success, Tecumseh Products Company announced July 24, 2013, an expansion creating 150 jobs and \$13 million in capital investment. By successfully adapting from a traditional strategic plan focused on expected results, the Community Development Foundation (CDF) and its community partners developed an innovative project strategy by anticipating future project opportunities.

Tecumseh Products Company is a leading global manufacturer of hermetic compressors, condensing units, and systems for use in residential and commercial refrigeration and air conditioning applications. Tecumseh Products Company has operations across the world and its Lee County plant alone currently employs nearly 500 workers drawing from 9 Mississippi counties. A recent trend of outsourcing Tecumseh jobs to Brazil and India prompted the Community Development Foundation to adapt a plan to reverse the trend. To do so, Tupelo and Lee County leveraged its economic development partners, financial resources, and its workforce to successfully bring jobs back to Mississippi and the United States.

Although the expansion project was announced in 2013, its development dates back three years prior. The resulting \$2.2 million consolidation and modernization project aimed to reduce the amount of production lines and add new equipment .

City of Gautier, Continued

One of the benefits of the Streetscape Project has been an increased sense of community pride along with a sense of excitement about the City's future development. By tapping into key associations that connect people and place, the end result is lasting and sustainable.

ANNUAL REPORTS, CONTINUED

2013 Greater Richmond Partnership Annual Report

Award of Merit, Large Division

Greater Richmond Partnership- Richmond, VA

2013 Annual Report

Award of Merit, Large Division

St. Tammany Economic Development Foundation- Mandeville, LA

2013 Business First Annual Report

Award of Merit, Large Division

Greater Richmond Partnership- Richmond, VA

Results 2013

Award of Merit, State Division

Virginia Economic Development Partnership- Richmond, VA

Tulsa's Future 2013 Annual Report

Award of Merit, Large Division

Tulsa Regional Chamber- Tulsa, OK

INTERNATIONAL LITERATURE

Charlotte Overview - Foreign Language Versions

Award of Excellence, Large Division

Charlotte Chamber of Commerce- Charlotte, NC

SPECIAL EVENTS

Food and Beverage Media Familiarization Tour

Award of Superior, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

2014 Grapefruit League Baseball Scout Experience

Award of Excellence, State Division

Enterprise Florida- Orlando, FL

BRAC Blues Night: The 2014 Shareholders' Meeting

Award of Merit, Large Division

Baton Rouge Area Chamber- Baton Rouge, LA

Red Carpet Community Tour

Award of Merit, Large Division

Clarksville-Montgomery Co EDC, Clarksville, TN

DIRECT MAIL CAMPAIGN

Tulsa "Good News" Postcard Campaign

Award of Merit, Large Division

Tulsa Regional Chamber- Tulsa, OK

AUDIOVISUAL

Prime Power Park Video for NC Public Power Communities

Award of Excellence, Large Division

ElectriCities of North Carolina- Raleigh, NC

Retail Development Video for NC Public Power Communities

Award of Excellence, Large Division

ElectriCities of North Carolina- Raleigh, NC

Central South Carolina MegaSite Aerial Video

Award of Excellence, Large Division

Kershaw County Economic Development—Camden, SC

Biotech Video for NC Public Power Communities

Award of Excellence, Large Division

ElectriCities of North Carolina- Raleigh, NC

Think Big. Work Hard. Live Happy in Madison County

Award of Merit, Large Division

Madison County Economic Development Authority- Ridgeland, MS

VEDP Marketing Video - Business Legacies Begin in Virginia

Award of Merit, State Division

Virginia Economic Development Partnership- Richmond, VA

Business By Nature

Award of Merit, Large Division

Kilgore Economic Development Corporation- Kilgore, TX

ELECTRONIC/MULTIMEDIA

Conference Animation

Award of Merit, Medium Division

City of West Memphis- West Memphis, AR

City of Gautier, Mississippi

Nature's Playground Streetscape Project

Community Involvement Category

Population of 15,001 to 40,000

The City of Gautier's recent completion of the Nature's Playground Streetscape Project is an excellent example of a successful grassroots community development initiative. For twenty-seven years the City of Gautier, located on the Mississippi Gulf Coast and home to approximately 18,500 residents, has been known as a drive-through community without an identifiable brand. In 2008, the City was awarded a Katrina Community Development Block Grant for a Community Revitalization Project. City leaders decided to use this funding to create a central downtown feel by adding decorative lighting, landscaping, pedestrian shelters, a Veterans Tribute Tower on the grounds of City Hall, multi-use pathways, and a signature gateway sculpture and round-about. By tapping into key associations that connect people, the Streetscape Project became a collaborative effort that served to build relationships and map important community resources. Today, the City has a beautified Town Center and a community brand promoting its unique resources, but even more significantly the Streetscape Project's participatory process has strengthened civic groups, built relationships across social generations, and increased relationships with government decision-makers.

The Mississippi Development Authority awarded funding to the city for a Comprehensive Plan in 2007. The planning efforts included feedback from residents at a kick-off meeting and subsequent ward meetings as well as community surveys and input from the Planning Commission and City Council. When the time came to develop plans for the City's \$5.9 million Streetscape Project, numerous community meetings were held. Gautier Pride, Inc., an ad hoc beautification group established in 1989, became a key player in this planning.

Community involvement continued to grow with the participation of our Gulf Coast veterans, community volunteers, students, business leaders, local foundation staff, school district administrators, chamber of commerce staff, artists, Mississippi Development Authority, Gautier Planning Commission, and Gautier City Council.

Town of Marion, Continued

The initial class drew 42 participants. At the end of the intensive “boot camp,” 11 entrepreneurs were ready and presented their plans. The two winning businesses, “Rufflections Pet Grooming and Day Care” and “The Herb House Trading Company” both filled long-vacant downtown buildings. In fact, “Rufflections’ owner Tosha Harris, bought her building because of the program. In addition, two other businesses, a clothing store and a music store, opened in downtown specifically because of the consumer survey and without grant assistance.

“Pop Up Marion” is a proven, exciting way to grow our local economy through helping budding entrepreneurs and existing business owners learn the skills they need to be successful.

WEB SITES: LOCAL, STATE OR REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS

Advantage West Website

Award of Superior, Large Division

Advantage West Economic Development Group -Fletcher, NC

Tulsa Regional Chamber Website

Award of Superior, Large Division

Tulsa Regional Chamber- Tulsa, OK

Enterprise Florida Website

Award of Superior, State Division

Enterprise Florida- Orlando, FL

VEDP Website

Award of Superior, State Division

Virginia Economic Development Partnership, Richmond, VA

Altavista, Virginia Website

Award of Superior, Medium Division

Altavista Economic Development- VA

Kilgore Advantages - The Web Edition

Award of Excellence, Large Division

Kilgore Economic Development Corporation- Kilgore, TX

JAXUSA Economic Development Website

Award of Excellence, Large Division

JAX Partnership- Jacksonville, FL

Chambers County Development Authority Responsive Website

Award of Excellence, Medium Division

Chambers County Development Authority- Lanett, AL

Mt. Sterling, KY Chamber & ED Website

Award of Excellence, Medium Division

Mt. Sterling- Mont. Co. Chamber & Industrial Authority- Mt. Sterling, KY

WEB SITES: LOCAL, STATE OR REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS CONTINUED

McMinn County TN Economic Development Authority Website

Award of Merit, Medium Division

McMinn County (TN) Economic Development Authority Athens, TN

Oconee Economic Alliance Website

Award of Excellence, Small Division

Oconee Economic Alliance- Seneca, SC

MetroMemphisPlan.com

Award of Merit, Large Division

EDGE: Economic Development Growth Engine for Memphis & Shelby County- Memphis, TN

Ocala/Marion County CEP Website

Award of Merit, Large Division

Ocala/Marion County Chamber & Economic Partnership- Ocala, FL

Lewis County Economic Development Authority Website

Award of Merit, Small Division

Lewis County Economic Development Authority- Weston, WV

Germantown Economic Development Partnership Website

Award of Merit, Small Division

City of Germantown Economic Development Dept.- Germantown, TN

City of Madison Industrial Development Board Website

Award of Merit, Small Division

City of Madison, Alabama/City of Madison Industrial Development Board

COMMUNITY ECONOMIC DEVELOPMENT AWARDS (CEDA)

Town of Marion, Virginia

Pop Up Marion/Small Business Boot Camp

Business Attraction Category

Population of 5,000 to 15,000

The Town of Marion, in partnership with Marion Downtown!, the Virginia Main Street Program, the Virginia Department of Business Assistance, People Inc., The Chamber of Commerce of Smyth County, WOLD/WZVA Radio, and Wells Fargo Bank, offered a program to fill vacant storefronts in our historic downtown.

The program, "Pop Up Marion!" combined the necessary elements of small business success – training, business plan development, on-going mentorship, networking, and initial operating capital – in an exciting, vibrant, hands-on approach to rebuilding the local economy through entrepreneurship.

Following a community survey to engage the shoppers and to identify the specific needs in the market, the team offered its first-ever "Small Business Boot Camp," participants spent eight evenings in intensive, interactive classroom settings learning the basic skills of small business and developing a business plan that they presented to the class for graduation. From that graduation class, each of the businesses had an opportunity to win \$5,000 in startup capital, advertising credit, and on-going mentorship. The winning businesses had to participate in special events, extended hour campaigns, and meet at least monthly with their business mentor.

The project was kick-started with the \$15,000 grant from Virginia Main Street, but quickly garnered regional attention. Representatives from Wells Fargo Bank asked to be able to join, and provided an additional \$5,000 grant. The radio stations provided \$1,000 advertising credit to each of the winning businesses, and promotional airtime to the contest.

THINKING OUTSIDE THE BOX

Prospect Solution Room Drop

Award of Superior, Large Division

Lafayette Economic Development Authority- Lafayette, LA

CDFN Annual Gameday

Award of Excellence, Large Division

Community Development Foundation- Tupelo, MS

2014 NC Public Power Calendar Website

Award of Excellence, Large Division

ElectriCities of North Carolina- Raleigh, NC

Sweet Square Foot Shows Sweet Savings

Award of Excellence, Medium Division

City of West Memphis- West Memphis, AR

It's Happening in San Antonio

Award of Merit, Large Division

San Antonio Economic Development Foundation- San Antonio, TX

Webinar: Innovation in Virginia: Live From the National Innovation Summit

Award of Merit, State Division

Virginia Economic Development Partnership- Richmond, VA

#MadeInMacon

Award of Excellence, Medium Division

Macon Economic Development Commission

WEB SITES/OTHER

EDGE Database

Award of Superior, Large Division

EDGE: Economic Development Growth Engine for Memphis & Shelby County- Memphis, TN

Kentucky Innovation Network Website

Award of Superior, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

West Memphis Mega Site

Award of Superior, Medium Division

City of West Memphis- West Memphis, AR

Love What You Find.com

Award of Excellence, Large Division

Greater Richmond Partnership- Richmond, VA

OVERALL MARKETING CAMPAIGN

"Florida. The Perfect Business Climate." Marketing Campaign

Award of Superior, State Division

Enterprise Florida- Orlando, FL

Select Kentucky Marketing Campaign

Award of Excellent, State Division

Kentucky Cabinet for Economic Development- Frankfort, KY

INTERNAL COMMUNICATIONS PACKAGE

Winston-Salem Business Value Proposition

Award of Excellence, Large Division

Winston-Salem Business Inc., Winston-Salem, NC

COMMUNITY AND ECONOMIC DEVELOPMENT AWARDS (CEDA)

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Pop Up Marion/Small Business Boot Camp Business Attraction Category Population of 5,000 to 15,000

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Town of Marion, Continued

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