



SASKATCHEWAN ECONOMIC DEVELOPMENT AWARDS OF EXCELLENCE NOMINATIONS PACKAGE

Submission Deadline October 1, 2021

Presentation to Recipients November 24 and 25, 2021

2021

These annual awards recognize the province's best economic development projects, programs and partnerships, honouring communities, organizations and/or individuals for their efforts in creating positive change in urban, rural and First Nations communities.

The following Award Categories are available for submissions:

1. Project Award (see pages 2 and 4)
 - Under 10,000 population
 - Greater than 10,000 population
2. Marketing Innovation Award (see pages 3 and 4)
 - Under 10,000 population
 - Greater than 10,000 population
3. John Sutherland Lifetime Achievement Award (see page 5)
4. **NEW** 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: **October 1, 2021**

Judging Completed and Recipients Notified by: **November 1, 2021**

Awards Presentation: Presentations will be pre-recorded for insertion into Saskatchewan Economic Development & Leadership Forum on November 24-25. Recorded presentations will also reside on the awards webpage for one year and will be distributed via social media.

ENTRY FEES

SEDA Member: No Charge

Non-Member: \$150 + 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.

PROJECT AWARD

Category Description & Judging Criteria

This award recognizes a community, organization or regional partnership in development and delivery of community economic development work and activities.

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 served under 10,000 and one award for population served over 10,000.

JUDGING CRITERIA

The Project Award will be judged by the following criteria:

1. Impact and cost effectiveness. Achievement of its stated objective with measurable results.
2. Stakeholder development and community engagement. Relationships with relevant players and demonstrated community involvement.
3. Demonstrated innovative and original approach to achieving project goals.
4. Relevance and transferability of elements to other communities.

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 **October 1**.

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.

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.

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 a range of strategies or initiatives that are 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 organizations 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 to catalyze economic development in the area or region and demonstrates innovative partnership approaches including public and private sectors.

MARKETING INNOVATION AWARD

Category Description & Judging Criteria

This award recognizes innovative and effective marketing initiatives used to support economic development strategies 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 served under 10,000 and one award for population served over 10,000.

JUDGING CRITERIA

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

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

EXAMPLES OF AWARD SUBMISSIONS

General Purpose Brochure

A brochure introducing your organization, community or region or 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 development 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.

Newsletter/Magazine

A publication—digital or print—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 community, region or economic development organizations.

Digital 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/Campaign

A marketing strategy or campaign developed to target industry, tourists, new residents, workforce and others.

Branding

A brand development initiative communities communicating vision to target audiences and achieving any number of other tactical objectives.

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NOMINATION FORM DETAILS

Project/Marketing Innovation Awards

NOMINATING ORGANIZATION INFORMATION

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

PROJECT INFORMATION

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

CATEGORY

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.*

Project Award

- Under 10,000 population
- Greater than 10,000 population

Marketing Innovation Award

- Under 10,000 population
- Greater than 10,000 population

PROJECT DESCRIPTION

Use the following format to provide an overview of the nominated project or initiative. Answering all questions will assist the judging panel in evaluating your submission. Please refer to the judging criteria included with the award category description.

Impact and Cost Effectiveness: the outputs and outcomes, increased revenues, benefits or return on investment; specific approaches 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 approaches to achieving the goals of the project. (250 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)

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)

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

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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 professionals and leaders 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 **October 1**.

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NOMINATION FORM DETAILS

NOMINATING ORGANIZATION INFORMATION

Organization: _____

Contact Name: _____

Contact Telephone Number: _____

Contact Email: _____

NOMINEE INFORMATION

Name of Nominee: _____

Nominee Organization or Business (if applicable): _____

Nominee Telephone Number: _____

Nominee Email: _____

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

New in 2021

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.