
NEVADA ECONOMIC DEVELOPMENT CONFERENCE



SEPTEMBER 20, 2016
PRE CONFERENCE WORKSHOP
SEPTEMBER 21 & 22, 2016
CONFERENCE

University of Nevada, Reno

Presented by:

Western Nevada Development District
University of Nevada, Reno
University of Nevada, Las Vegas
USDA Rural Development
Nevada Industry Excellence



AWARDS & ACCOLADES PROGRAM

**RECOGNIZING MARKETING INNOVATION AND EXCELLENCE
IN ECONOMIC DEVELOPMENT**

NEVADA ECONOMIC DEVELOPMENT AWARDS AND ACCOLADES PROGRAM

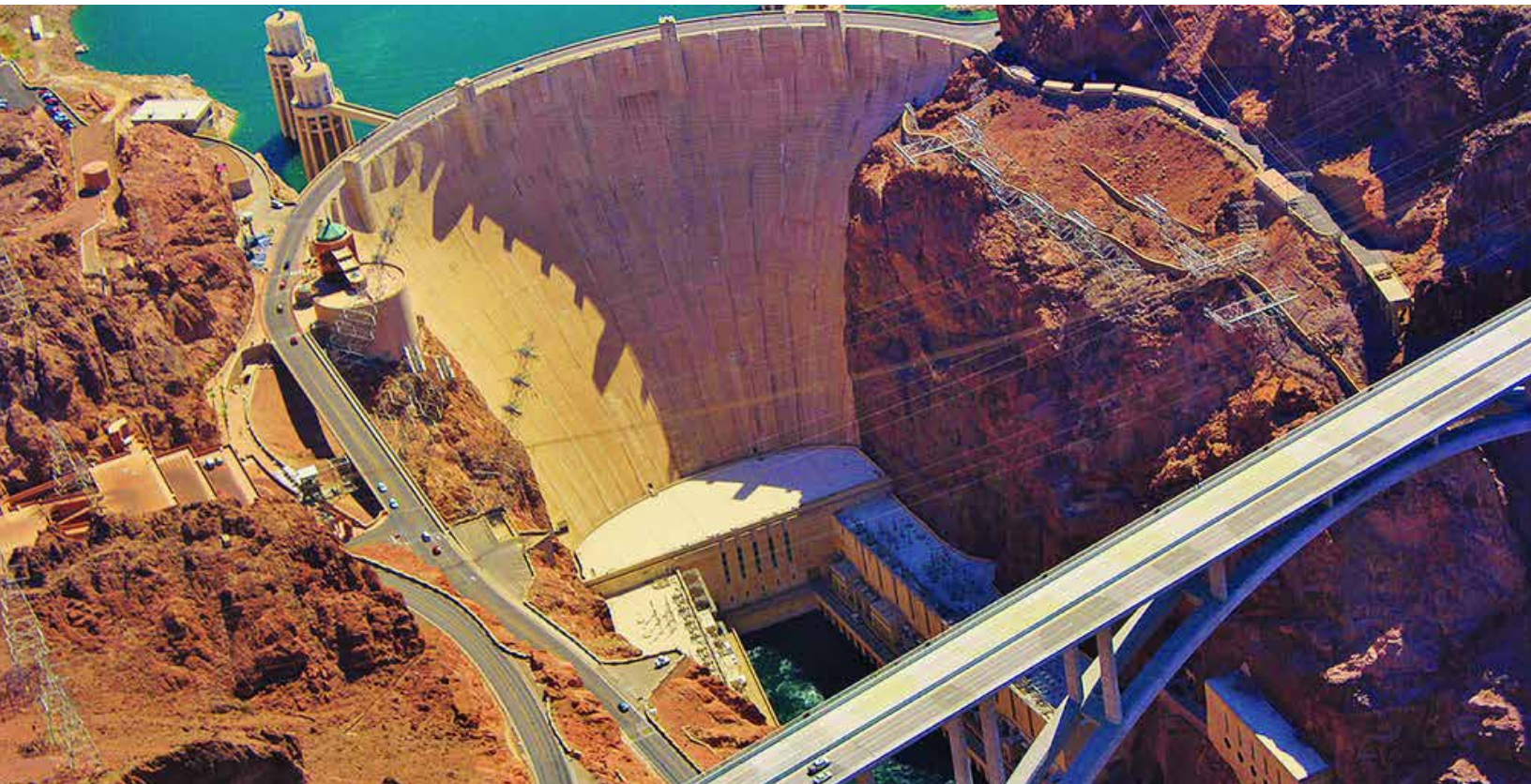
The Awards and Accolades Program recognizes excellence in print, audio visual or electronic communications and marketing plans that communicate and demonstrate economic vitality and development promoting the retention and recruitment of business and industry to a city, county, or a region.

One Excellence Award may be awarded in each Population Category and Award Category. Project must have been completed during the previous three years, or a major phase must have been completed and functioning during the previous three years.

The entry fee is \$50 per entry.

2016 AWARDS TIMELINE:

Call for Entries Begins:	January 18, 2016
Awards Application Deadline	May 21, 2016
Judging:	June 2016
Notification:	July 2016
Awards Presentation:	September 22, 2016



POPULATION CATEGORIES

CATEGORIES 1-4: A total of 1 awards will be presented for each population category for each. Judges will have the right to award Honorable Mentions at their discretion.

- Population less than 5,000
- Population of 5,001 to 15,000
- Population of 15,001 to 40,000
- Population of 40,001 to 100,000
- Population over 100,000

AWARDS CATEGORIES

These awards recognize the BEST OF THE BEST of marketing materials used for attracting and retaining business, promoting economic development.

AWARDS CATEGORIES

- Print Brochure/Newsletter
- Multimedia/Video Promotion
- Written Formal Marketing Plan
- Marketing Campaign
- Social Media Campaign/Web Site

PRINT BROCHURE/NEWSLETTER

Entry can include brochures that promote city, county, region or area to prospects for industrial, commercial, retail, or general development opportunities.

Required Additional Submittals:

- Sample of print material (PDF)

MULTIMEDIA/VIDEO PROMOTION

Entry can include television, public service announcements or informational videos

Required Additional Submittals:

- Link (URL) to where the entry can be viewed on-line
- 5 Samples of 3 to 5 screen shots or images of the video in use (jpg image)

WRITTEN FORMAL MARKETING PLAN

Entry must include a PDF of the Agency Marketing Plan, with the following key areas identified:

- Key Performance Indicators/Metrics
- Plan for gathering performance information
- Individual and/or group responsible
- Accountability to the plan
- Community Involvement

MARKETING CAMPAIGN

Entry utilized a variety of promotional items (ads/print materials/ promotional items, or social media) targeted to promote a specific program, event, facility or area for promoting and/or retaining business in your community. An itemized list explaining how each item was used in the campaign is required. Individual items used in the campaign may not be entered as single items in other categories.

Required Additional Submittals:

- Itemized list of promotional items and a 2-3 sentence description of how item was used (PDF)
- 1 digital photo or screen shot of each item (jpg image)
- Sample of print materials (if used) (PDF) - 3 maximum

SOCIAL MEDIA CAMPAIGN/WEBSITES

Web sites, social media, blogs, new/emerging platforms or mobile device app development

Required Additional Submittals:

- Link (URL) to where the entry can be viewed on line
- 3-5 screen shots representative of applicable social media, blogs or websites (jpg image)

EVALUATION CRITERIA

CHALLENGE: Describe the marketing and/or communications challenge or goals the entry addressed. [250 word maximum] (15 pts)

CREATIVITY: Extent the entry reflects creative vision and innovative design. [250 word maximum] (15 pts)

EXECUTION: Extent the entry was a quality publication and communicated consistent and effective message(s) that supported the goal(s) of the marketing/communications effort. [400 word maximum] (20 pts)

ACCOMPLISHMENT: Extent the entry resulted in sustaining or promoting economic development or significantly advanced awareness of your community as a place to have a business or to live and work. Include reference to analytical tracking tools or reports if available. [400 word maximum] (20 pts)

MISSION: Extent the entry organized and communicated a consistent and effective message that supports the mission of your economic development department, agency or strategic plan. [250 word maximum] (20 pts)

PARTNERSHIPS: Describe the collaboration or partnerships that were key in the development and/or implementation of the plan. [250 word maximum] (10 pts)

GUIDELINES

1. You may submit the same entry in more than one category as long as the entry fees are submitted for all categories.
2. Public relations and advertising agencies may submit entries on behalf of their clients if the entry is submitted under the client's name and address.
3. To be eligible for the 2016 Awards and Accolades competition, Economic Development Marketing/Communications Project entries must have been completed during the previous three years, or a major phase must have been completed and functioning during the previous three years.
4. Award winners will be notified in July.
5. Award winners will be announced and winning entries will be displayed during the NED Annual Conference. Awards presentations will be made to Agency representative(s) listed on application.
6. Awards winners will be required to display award winning projects in the NED Exhibit Hall.
7. Awards judges are economic development, marketing, and/or business professionals. As such, they have demonstrated expertise in site selection, economic development, and marketing initiatives.



AWARDS AND ACCOLADES ENTRY FORM

Please complete the following entry form and submit with application narrative and payment to address below or electronically to Louise Torres. Supporting documents that can't be uploaded to the system should be included with entry application. Attach one form to each individual entry with \$50 fee for each award category. **SUBMIT NO LATER THAN MAY 21, 2016.**

Contact Name: _____

Name of Organization: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Population Category (check one)

Less than \$5,000 5,001 to 15,000 15,001 to 40,000 40,001 to 100,000 Over 100,000

Award Category (submit entry form for each application)

Print Brochure/Newsletter Multimedia/Video Promotion Written Formal Marketing Plan
 Marketing Campaign Social Media Campaign/Websites

Title of Entry: _____ Description: _____

Other Partner(s) and/or organization(s) involved with this project: (if more than two attach list)

1. _____ 2. _____
Organization Contact Name Organization Contact Name

PAYMENT & SUBMISSION CHECKLIST

Submission Checklist: ___ Application Narrative ___ Supporting Material ___ Entry Form (per entry) ___ Payment (\$50 per entry)

Total number of entries _____ x \$50 = \$ _____

Submit no later than May 21, 2016

Please select method of payment.

CHECK # _____ PAYABLE TO "THE BOARD OF REGENTS"

CREDIT CARD (check one) ___ VISA ___ DISCOVER ___ MasterCard ___ AMERICAN EXPRESS

Card Number: _____ Billing Zip Code: _____

Exp: _____ CVC Number: _____ Amount Authorized to Charge: _____

Authorized Signature: _____

SUBMIT TO:

Louise Torres, Community & Economic Development Specialist
USDA Rural Development
7080 La Cienga Street, Las Vegas, NV 89119

702.407.1400 X103
Louise.Torres@nv.usda.gov