



2017 Golden Prospector Award Categories

PROMOTIONAL AWARDS

Each award in the **Promotional Awards** category will be judged based on the criteria listed below. **Each submittal must include a two page summary that addresses the following items:**

- Stated goal/mission
- Effectiveness in achieving the stated goal/ mission
- Quality, completeness and relevance of the information
- Innovation/Creativity
- Organization, visual appeal and or navigability
- Contribution to the economic development profession or the providers market

Metro – Communities/counties with contiguous boundaries within the Phoenix MSA and Tucson MSA.

Non-Metro – Any Arizona community/county that does not fit the metro definition.

P1. Marketing Brochure – A brochure or other marketing piece that introduces the state, county, community, region, or area of expertise to either:

- Prospects for industrial, commercial, retail, or general development opportunities
- A specific purpose, such as promoting an industrial park or other specific types of promotions

Golden Prospector Awards & Awards of Merit will be given in three areas:

- Economic Development Orgs – Metro
- Economic Development Orgs – Non-Metro
- Service Providers

P2. Website – A Website designed to promote a company, city, state, or regional economic development effort and/or resources that support the economic development profession

Golden Prospector Awards & Awards of Merit will be given in three areas:

- Economic Development Orgs – Metro
- Economic Development Orgs – Non-Metro
- Service Providers

P3. Multimedia Promotion - A promotional piece, series of promotional pieces or promotional campaign that contains non-printed elements. This can include videos, mailed promotional items, etc.

Golden Prospector Awards & Awards of Merit will be given in three areas:

- Economic Development Orgs – Metro
- Economic Development Orgs – Non-Metro
- Service Providers

P4. Special Event – A meeting, seminar, 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.

Golden Prospector Awards & Awards of Merit will be given in two areas:

- Economic Development Orgs – Metro
- Economic Development Orgs – Non-Metro
- Service Providers

PROJECT AWARDS

Each award in the **Project Awards** category will be judged based on the criteria listed below. **Each submittal must include a two page summary that addresses the following items:**

- Deal Structure – How the deal came together, including details on regional cooperation, innovative incentives and training where applicable.
- Economic Impact – Such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program

D1. Economic Development Deal of the Year – Recognizes the locations and economic development agencies that attracted or developed the highest-impact projects. For the purposes of this award, an “economic development deal” is defined as:

- A project or effort that resulted in the relocation/expansion of a company to a location served by the entering organization
- A project or effort that resulted in the demonstrable retention of a company that would have otherwise left, in whole or in part, the territory served by the entering organization

Nominees are required to provide economic impact numbers, square footage, job creation and capital investment when available, as well as anticipated new wages as it relates to the their community.

Golden Prospector Awards & Awards of Merit will be given in three areas:

- Economic Development Orgs – Population greater than 75,000
- Economic Development Orgs – Population between 25,000 and 75,000
- Economic Development Orgs – Population under 25,000