

2018-19 Awards Committee Action Plan

AWARDS COMMITTEE LEADERSHIP

Jennifer Lindley, Chair

Rosemary Bright, Vice-Chair

Rob Millar, Board Liaison

COMMITTEE MISSION: To continue to elevate the EDDE Awards and the Golden Prospector Awards as a prestigious means of recognizing achievement, excellence and creativity in economic development.

GOAL #1: Increase participation and awareness of Golden Prospector Awards

ACTION:

- Continue to refine the application process and nomination forms
- Select a new awards to be given
- Creating Marketing targeted to Service providers to nominate
- Create an "How to" for filling out the application
- Develop a plan with the PR/Communication committee to promote awards program earlier
 - Fall Forum (September/October)
 - End of Year AAED luncheons
 - Widely promote and distribute submission criteria and categories
- Incorporate changes and suggestions gathered from the annual survey
- Re-evaluate the Golden Prospector Award Ceremony and look to incorporate an panel discussion of past award winners
- Re-evaluate the cost of the entry versus the awards
- Develop a press release with the PR/Communication committee to promote the winners

TIMELINE FOR COMPLETION: October 2018

BUDGET IMPACT (Income/Expense):

Income – Award Application Fees \$2000 (20 awards at \$100)

Expenses -- \$1700 (20 awards at \$85 each)

MEASUABLE RESULTS:

- Increased exposure of ED Professionals and their achievements
- Peer recognition in diverse areas like marketing, promotional campaigns, deals etc.
- Diverse entries/ participation for each category

GOAL #2: Increase participation and awareness of EDDE Awards

ACTION:

- Continue to refine process and nomination forms
- Develop a plan with the PR/Communication committee to promote awards program earlier
 - Fall Forum (September/October)
 - End of Year AAED luncheons
- Develop list of potential EDDE reviewers
- Make Recommendations to the board to make changes to the criteria for the judging panels
 - Clarifying the new size requirements for counties for AAED Economic Development Organization and Practitioner of the Year
- Open call for nomination at Beginning at the December Phoenix luncheon

- Develop a press release with the PR/Communication committee to promote the winners

TIMELINE FOR COMPLETION: Summer 2019

BUDGET IMPACT (Income/Expense):

INCOME: \$0.00

EXPENSE: -- \$2,040 (Awards at \$170, 12 awards)

Last years expense: \$1280 (8 awards at \$160)

MEASUABLE RESULTS:

- Formal committee, with robust participation
- Greater exposure and participation in Awards