



Business Retention & Expansion Awards 2020

The PDI Business Retention and Expansion (BRE) Awards Program recognizes the contribution of BRE to the success of local and regional economic development initiatives.

Purpose of Award:

To increase the focus on BRE in economic development organizations by identifying programs and projects that have significant impact on Iowa communities.

Eligibility:

All PDI members are eligible to receive the award. Eligible programs/projects are those in which the nominated entity plays a coordinating role or in which BRE activities play an integral role in the success of an economic development strategy. The programs/projects nominated may include those serving local or regional areas. Ongoing BRE programs or projects within the last 24 months are eligible.

Application Process:

Applicants are requested to submit applications in electronic format (Word or PDF version). Submit nominations via email to director@pdiowa.com or via mail to: BRE Awards, Professional Developers of Iowa, 1255 SW Prairie Trail Parkway, Ankeny, IA 50023.

Deadline for submission is July 1, 2020.

Award Categories:

Nominations should respond to one of the following categories of BRE activity:

- Overall BRE Program –
 - Community/County Effort
 - Regional Effort

- Single BRE Project/Success

Award Application:

Applicants should submit a brief summary—no more than three (3) pages—that describes the program/project goals and objectives and highlights the successful result(s).

Include the organization name, the award category your nomination fits, and the full contact information of the individual who is the key contact for the nomination.

Award Review Criteria: **Overall BRE Program Award**

Program awards are designed to recognize communities/counties or regions that have implemented a successful BRE program for their area. Focus will be on the success of communicating the program, improvements to the business climate, and measurable results and outcomes. Consideration will be given to the number of annual visits, quality of the data collected, and how the data is used.

Judges will review the nominated program for:

1. Goal or purpose of the program.
2. Number of BRE visits conducted annually and types of companies contacted relative to community size.
3. Collaboration that occurred (partners brought into the process at various levels).
4. Type of data collected and consistency in data collection.
5. Reports generated from the program and how they are used.
6. Communication of the results to community leaders, board of directors, community, etc.
7. How effective the program has been toward advancing the organization's overall economic development plan. Identify any tangible and/or intangible results and value added.
8. Describe the community and/or regional workforce development efforts or activities as they relate to the overall project.

 Single Project (Issue) Success

This award recognizes a single event or issue in which a community successfully mobilized to retain and/or expand an existing business. Consideration will be given to the process of identifying the opportunity (issue), collaboration with local, regional and/or state partners, and the ability to respond quickly to the situation.

Judges will review the nominated project for:

1. How the opportunity (issue) was identified.
2. Participants in the community response.
3. How the economic development organization assisted the project.
4. Economic impact the project had on the community.
5. Success in communicating the project to the community.
6. Company's response to the economic development organization's assistance.

Awards Presentation:

Awards will be presented at the PDI Fall Conference, September 24, in Ottumwa, Iowa.