

reason for its success.

OVERALL MARKETING

Population 50,000 - 200,000

Category Winner

"Near Perfect" Image Campaign

St. Joseph Area Chamber of Commerce

St. Joseph, MO

"Near. Perfect." has become the theme for a comprehensive marketing program aimed at commercial real estate brokers and business owners in the Kansas City, MO, region. The program has resulted in a greater sense of pride in the community. With its inherently modest, humorous yet self-confident message, the theme has proven to be highly flexible and appealing not only to business owners and real estate brokers, but also to St. Joseph residents.

Honorable Mention

"It's Happening Here!" Campaign

The Elgin Area Chamber of Commerce

Elgin, IL

"It's Happening Here!" is Elgin's internal marketing campaign targeting residents, realtors, and businesses within close proximity to the city. The campaign was initiated in 2000 to offset the negative image many of the target audiences had of the city, as reported in validated community assessment surveys and business retention calls. Since its inception, the campaign has turned many negative impressions into positive ones. In addition, the campaign has been embraced by housing and business park developers. The "It's Happening Here!" components are now used in the community's external marketing, the visitors bureau, and other agencies. The marketing campaign is a major component of the chamber's public-private partnership, "Challenge 21: Progress through Partnerships." It was designed by Demi & Cooper Advertising of Elgin and the Enhancing Elgin Committee, with major financial support from developers, local media, and the City of Elgin. Other members of the committee include school districts, area colleges, telecommunications companies, the United Way, and other community groups.

Honorable Mention

Overall Marketing Campaign

Greater Yuma Economic Development Corporation
Yuma, AZ

Greater Yuma is the third fastest growing metro area in the United States. Although the region is progressive, the organization representing economic development in Greater Yuma was lacking in creativity and professionalism. This needed to change, and it did. This Overall Marketing Campaign reflects the new face of the Greater

Yuma Economic Development Corporation. It was developed through a series of steps that centered on creating a progressive image and a new level of excitement within the organization and the region it serves. The program had six goals: 1.) to develop a new and dynamic image for the organization; 2.) to produce new collateral pieces consistent with that image; 3.) to create a new logo that reflects the Greater Yuma region; 4.) to research and publish more extensive demographics; 5.) to redesign the Greater Yuma EDC website; and 6.) to create a high-impact, professional community video.

Population More Than 200,000

Category Winner

Pinellas County Economic

Development 2004 Collateral Package

Pinellas County Economic Development

Clearwater, FL

Pinellas County Economic Development's Collateral Package informs relocating or expanding companies about the competitive advantages of Pinellas County and positions the community as the "Ideal Business Climate." The package identifies the professional services and personal consulting available to businesses in Pinellas County. The customized binder has nine tabs containing the crucial information identified by businesses and site selectors: 1.) Ideal Community Profile; 2.) Insightful Industry Information (advanced manufacturing, aviation and aerospace, business and financial services, information technology, medical technology, and optics and photonics industries); 3.) Innovative Investment Tools; 4.) Customized Real Estate; 5.) Strategic International Trade; 6.) Intelligent Redevelopment; 7.) Inspiring Quality of Life; 8.) Collaborative Higher Education; and 9.) Strong Infrastructure. The pocket folder and inserts were designed for start-up companies and entrepreneurs. They detail business training courses, financial assistance, Pinellas County's Business Development Center resources, and helpful how-to tips. The pocket folder displays useful information in an easy-to-follow format, specifically addressing: Personalized Business Counseling, Strategic Business Training, Professional Resources and Referrals, Customized Business Assistance, and the Collaborative Business Development Center.

Honorable Mention

Marketing Campaign

New York State Empire State Development:

Niagara

New York, NY

The mission of the campaign was to reinvigorate Niagara Falls, NY and to reflect this revitalization