

## **2023 Grande Prairie Chamber Business Awards of Distinction - Criteria**

### **GREATEST IMPACT AWARD OF DISTINCTION**

This award recognizes a business that has been operating for at least three years and has had a significant impact in the community through philanthropy, volunteerism, and overall commitment to making Grande Prairie and area a great place to live and do business.

### **YOUNG ENTREPRENEUR AWARD OF DISTINCTION**

This award recognizes the business that best exemplifies the qualities of effective leadership, innovatively applied know-how, and excellent potential for growth; shows a high level of social, cultural, and environmental awareness; has demonstrated commitment to the wider community; engages in continuous learning or other improvement opportunities designed to advance the economic, social, and environmental prospects of the enterprise. The primary business owner(s) must be under the age of 40, must have played a direct and primary role in the planning and establishment of the business, and currently be operating it in a leadership capacity.

### **DIVERSITY AND INCLUSION AWARD OF DISTINCTION**

This award recognizes a business/organization that:

- embraces diversity - meaning that the demographic of the organization reflects the demographics of our community.
- intentionally creates an inclusive workplace – by providing equitable opportunities of growth and involvement of all its people and customers.
- creatively promotes a sense of belonging - by valuing its people and customers for who they are.

### **MARKETING AWARD OF DISTINCTION**

This award recognizes a business/organization that has developed and implemented successful marketing strategies within the past two years which have had a demonstrable impact on business outcomes.

## **LEGACY BUSINESS AWARD OF DISTINCTION**

This award recognizes a business or franchise that is independently owned and/or locally operated, has been in Grande Prairie and area for at least 10 years, and has shown sustained growth and contributions to local employment. This business has invested in the community and sees community investment as a core part of the company's values.

## **INDIGENOUS AWARD OF DISTINCTION**

This award recognizes a business/organization that demonstrates outstanding business achievement by incorporating Indigenous cultural concepts and community engagement into organizational strategies, practices, and processes. The business may also provide value-added benefits to the Indigenous community as a result of implementing best practices including economic development, employment and training, and community engagement.

## **EMERGING BUSINESS AWARD OF DISTINCTION**

This award recognizes an emerging business/organization that is showing success in business through growth, new product and/or sales, and is demonstrating a connection to Grande Prairie and area. The eligible business/organization has been operating for between one and three fiscal years.

## **LEADING EDGE AWARD OF DISTINCTION**

This award recognizes a business/organization that has developed a new and original process or product that has significant impact on industry, society, or the environment. The company and its innovation directly contribute to profitability and/or market share, is environmentally and socially responsible and has the potential to be scaled. The company/organization can show that their innovation has measurable results such as increased revenue, improved efficiency or reduced costs while meeting the needs and wants of the customer. This award provides an opportunity to acknowledge creativity and out-of-the-box thinking as well as collaboration and partnerships across fields, industries, or stakeholders.