



LAEDC's 2015 Most Business-Friendly City in L.A. County Award

Application Process Overview



HOW AND WHY DID THIS AWARD COME ABOUT?

The Eddy Awards® is a gala to support fulfillment of the LAEDC mission to recognize excellence in economic development in Los Angeles County.

The Awards were introduced by the LAEDC in 1996 to celebrate individuals, organizations and cities that demonstrate exceptional contributions to economic development in the region.



APPLICATION BENEFITS

- *Recognition before 600 of the most important civic and business leaders in LA County at the Eddy Awards® gala.*
- *Year-long recognition on LAEDC website over 7,200 visits each month!*
- *Key part of a city's business attraction strategy by previous awardees.*
- *Valuable media recognition for your city, including TW Cable.*



TIME-OUT FOR WINNING CITIES

Winning cities have a five year “time-out” period before re-applying after winning the Most Business-Friendly City Award.



WHEN & WHERE WILL THE EVENT BE HELD?

- Thursday, November 12, 2015
 - 6:00 p.m. Cocktail reception and silent auction
 - 7:30 p.m. Dinner and awards program
- The Beverly Hilton - International Ballroom:
9876 Wilshire Boulevard, Beverly Hills, CA
90210
- Business and Cocktail Attire
- Valet Parking and Self Parking will be validated



HOW DO WE APPLY AND WHAT IS THE APPLICATION DEADLINE?

- Simple, easy to input online application form.
- The application form is available on the Eddy Awards website and at the link below:

<https://www.surveymonkey.com/r/2015MBFCApplication>

- Nominations are open now through July 13, 2015



WHEN WILL THE FINALISTS BE ANNOUNCED?

The MBFC Blue Ribbon Committee should have their final decisions made public by the fourth week of August.



REGISTERING & SAVING YOUR APPLICATION ONLINE

- Log on to:
<https://www.surveymonkey.com/r/2015MBFCApplication>
- Once you begin entering your city's contact information, you can exit the survey by clicking on the upper right hand corner link. You can then come back to where you left off if you log on using the same computer you used last.
- Make sure your computer isn't clearing 'cookies'.
- You are able to move backwards in your application. However, once you have submitted your application you will no longer be able to edit the application.



Obtaining Copies of MBFC Applications

- How can I obtain a blank copy of a complete MBFC application?

You can obtain a copy of a blank application by emailing Linden Johnson at: linden.johnson@laedc.org

However, please note that this document is for reference only and all applications must be submitted online via Survey Monkey. **No hard copy applications will be considered.**

- How can I obtain a full copy of our city's submission?
We're happy to provide you with one. Please submit your requests via email to: linden.Johnson@laedc.org



COLLATERAL MATERIAL & LETTERS OF SUPPORT

- You can submit your letters of support and collateral/marketing materials by creating an account at: www.hightail.com
- You'll be able to upload your documents on this website. We ask that all materials be emailed to: linden.johnson@laedc.org



NEXT STEPS FOR MOST BUSINESS-FRIENDLY CITY FINALISTS

- City Seal – Email your city seal in an adobe illustrator format by Sept 1, 2015 to Rick.Moelis@laedc.org
- Attend The Eddy Awards® - Each City Finalist will receive two (2) complimentary tickets to attend.
- Eddy Sponsorship - The value of \$800 for the two (2) complimentary tickets will be deducted from a Table Purchase or Sponsorship Package.



NEXT STEPS FOR MOST BUSINESS-FRIENDLY CITY FINALISTS

- Eddy Tribute Journal Ads - Tribute Journal ads are part of the Eddy Awards® sponsorship packages and are available for purchase separately.
- For more information, visit our website at: <http://laedc.org/eddy-awards/>.
The Tribute Journal ad deadline is **October 2, 2015**



NEXT STEPS FOR MOST BUSINESS-FRIENDLY CITY FINALISTS

- City Video - Submit a 30-second to 1-minute video about your City, which will be used to introduce your City the evening of the Eddy Awards®. Video submission deadline mid-September. Please submit your video in MiniDV format.
- Acceptance Speech – Assign an attending person from your city to prepare a 2-3 minute acceptance speech to have ready should your city be a winner.



QUESTIONS AND ANSWERS

THANK YOU!