



LAEDC'S 2018 MOST BUSINESS FRIENDLY CITY IN L.A. COUNTY AWARD

Application Process Overview



What is The Eddy Awards?

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.



WHAT'S IN IT FOR YOU?

1. Recognition before 600 of the most important civic and business leaders in LA County at the Eddy Awards® gala
2. Year-long recognition on the LAEDC website with over 10,000 visits each month
3. Key part of a city's business attraction strategy by previous awardees
4. Valuable media recognition for your city (e.g. Time Warner Cable)

EVENT DETAILS

- November 8, 2018
- Intercontinental Hotel
 - 900 Wilshire Blvd.,
Los Angeles, CA
90017
- Formal Dress Code





HOW DO I APPLY FOR MOST THE BUSINESS FRIENDLY CITY IN L.A. COUNTY AWARD?

Simple, easy online application form:
<https://www.surveymonkey.com/r/2018LAEDCMBFCAApplication>

Application form also available on the LAEDC's Eddy Awards website

- Nominations are open now through July 26, 2018 at 11:59pm

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



WHEN WILL THE FINALISTS BE ANNOUNCED?

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



APPLICATION INSTRUCTIONS



MBFC APPLICATION INSTRUCTIONS

1. Registering & Saving Your Application Online

Log on to: <https://www.surveymonkey.com/r/2018LAEDCMBFCApplication>

- Once you begin entering information, you can exit the survey by clicking on the upper right hand corner link
- Can 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'
- Navigating through application
 - Can move backwards in your application
 - Once you have submitted your application you will no longer be able to edit the application



MBFC APPLICATION INSTRUCTIONS

2. Obtaining Copies of MBFC Applications

- Where can I obtain a blank copy of a MBFC application?
 - You can get a copy of a blank application by emailing Linden Johnson at linden.johnson@laedc.org
 - Please note: 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?
 - Please submit your requests via email to: linden.johnson@laedc.org



MBFC APPLICATION INSTRUCTIONS

3. Collateral Material & Letters of Support

- You can submit your letters of support and collateral/marketing materials by creating an account at: www.dropbox.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**



NEXT STEPS FOR MBFC FINALISTS

Step 1: City Seal

- Email your city seal in an adobe illustrator (.ai) format by [September 7, 2018](#) to Maneesha.horshin@laedc.org

Step 2: Attend The Eddy Awards®

- Each City Finalist will receive two (2) complimentary tickets to attend.



NEXT STEPS FOR MBFC FINALISTS

Step 3: Eddy Sponsorship

- The value of \$1000 for the two (2) complimentary tickets will be deducted from a Table Purchase or Sponsorship Package

Step 4: Eddy Tribute Journal Ads

- Tribute Journal ads are part of the Eddy Awards® sponsorship packages and are available for purchase separately
- The Tribute Journal ad deadline: [October 19, 2018](#)
- For more information, visit our website at: www.laedc.org/eddy-awards/



NEXT STEPS FOR MBFC FINALISTS

Step 5: 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: October 12, 2018
- Please submit your video in MDV format

Step 6: 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



MARKETING EFFORTS

As MBFC Finalists, you are asked to participate in the marketing efforts for the 2018 Eddy Awards.

Please provide your city's marketing contact information to Ricardo.chavira@laedc.org by 8/30/18



LAEDC will reach out to Finalist marketing stakeholders in September



MARKETING EFFORTS

As MBFC Finalists, we hope you will announce your recognition as a finalist in the Eddy Awards.

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1. Send out a customized email blast* to your email lists
 2. Tweet and post about 2018 Eddy Awards on social media
 3. Add to your city's Facebook page
 4. Provide digital content for LAEDC marketing department to post on the LAEDC social channels



THANK YOU