



## **2024 Business Excellence Awards Categories & Criteria**

### **COMMUNITY RECOGNITION AWARD**

Criteria: This award pays tribute to an individual making a positive contribution in the community. Someone who is consistently lifting others up--the friendly cashier who always has a kind word for everyone, the volunteer who goes above and beyond, the work teammate whose positivity continually inspires others.

### **NEW BUSINESS OF THE YEAR AWARD**

Criteria: Must be in business for a minimum of 1 year and less than 5 years.

Recognizes outstanding achievement as a New Business in some or all of the following:

- Research and development
- Company growth
- Products and services
- Market development
- Sales & marketing
- Community service

### **SMALL BUSINESS OF THE YEAR AWARD (1 to 25 employees)**

Criteria: Must be in business for at least 3 years.

Recognizes outstanding achievement in some or all of the following:

- Research and development
- Company growth
- Products and services
- Market development
- Sales & marketing
- Community service

### **LARGE BUSINESS OF THE YEAR AWARD (26-plus employees)**

Criteria: Must be in business for at least 3 years.

Recognizes outstanding achievement in some or all of the following:

- Research and development
- Company growth
- Products and services
- Market development
- Sales & marketing
- Community service

### **INNOVATIVE STARTUP OF THE YEAR AWARD**

Criteria: Business/Innovation must be functioning as an entity (not just concept), 3 years or under.

Recognizes the successful implementation of an idea, process or initiative that has been proven to make a genuine difference or positive impact on an organization or the community. Not for profits are eligible. Businesses must either be based in Newmarket or East Gwillimbury or have an impact on the community.

- Unique product or offering new to marketplace
- Products and Services
- Market development
- Sales & marketing

### **NOT FOR PROFIT OF THE YEAR AWARD**

Criteria: Must be in operation for at least 3 years.

Recognizes a registered not for profit organization which has exceptional community service and leadership in some or all of the following:

- Broadened education of their service
- Innovative services
- Community involvement
- Promoted volunteerism
- Positive contribution to society
- Social & community advancements

### **PROFESSIONAL SERVICES BUSINESS OF THE YEAR AWARD**

Criteria: Must be in business for at least 3 years.

This business must exemplify professionalism and integrity. This category includes, but is not limited to law, medical, dental, accounting, financial, insurance, real estate and other professional service providers.

Recognizes outstanding achievement is some or all of the following:

- Company growth
- Customer service
- Market development
- Sales & marketing
- Community service

### **IMPACT IN MARKETING AND PROMOTION**

Criteria: Must be in business for at least 3 years.

This business has employed unique marketing and promotion techniques that has had a clear impact on business growth and sales.

Recognizes outstanding achievement is some or all of the following:

- Creative and unique approach to marketing
- Market development/positioning
- Correlation between sales and marketing/promotion activities

## **BUSINESS LEADER OF THE YEAR**

Criteria: Must be in company or business for at least 3 years.

This business leader is an employee, senior leader, owner or entrepreneur who has demonstrated leadership in a variety of ways and is seen by peers as driving progress/growth

Recognizes outstanding achievement is some or all of the following:

- Company growth
- Company culture
- Market development
- Sales & marketing
- Community service
- Corporate values

## **LEADERSHIP IN DIVERSITY, EQUITY & INCLUSION**

Criteria: Must be in business for at least 3 years.

This business must exemplify professionalism and integrity. They have demonstrated leadership on ensuring a company culture that values diversity, equity and inclusion.

Can include not-for-profits.

Recognizes outstanding achievement is some or all of the following:

- Company Culture
- Establishment of policies and procedures
- Community Service