

**INSERT BOARD OR COMMISSION NAME**

AGENDA SECTION	BUSINESS ITEMS
MEETING DATE	11/07/2022

ITEM:	Outstanding Business of the Year Award Creation	
DEPARTMENT:	Community Development	BY/DATE: Mitchell Forney, 11/2/22

BACKGROUND:

On October 11th the Communications Department approached Community Development staff wanting to expand on the city's recognition of local citizens and local businesses. Ultimately, the Communications Department wanted to start an Outstanding Business of the Year Award. Over a couple of meetings staff ironed out the award criteria and have brought it before the EDA for your review.

Mission:

The purpose of the Outstanding Business of the Year Award is to recognize local businesses for noteworthy accomplishments, long-standing contributions to the community, and significant community service efforts.

Process:

The Outstanding Business of the Year Award will follow a similar process and timeline as the Outstanding Citizen Award. Nominations will be opened on January 1st of each year and will be accepted until the last Wednesday in March. The Nominations will then be compiled and brought to the April EDA meeting. The EDA will deliberate the nominees and vote on the business that is to be recognized. Recognition and the presentation of a plaque will occur at the second City Council Meeting in April. This Allows staff the necessary time to recognize the business in the summer newsletter.

Criteria:

Nominated businesses will have to meet the criteria laid out in the nomination form. Staff kept the base criteria vague so that a wide variety of businesses could apply. Staff believe that outside businesses should be able to be nominated. Columbia Heights is a very tight knit community that has businesses located in Hilltop and surrounding towns which contribute time and money to the community. Nominated businesses can receive the award for: Being a long-standing business within the City of Columbia Heights reaching a milestone year, a major business expansion, remodel, exterior renovation, landscaping improvements, or relocation to a new facility within the City, major contribution to the community, or other major accomplishments or contributions worthy of recognition. Only for-profit businesses will be allowed to be nominated, and council members and staff will not be allowed to nominate a business to keep the process impartial. If the EDA receives no viable applicants for a given year, the EDA can pick not to select a winner.

Prizes:

Just like the Outstanding Citizen of the Year Award, the Outstanding Business of the Year will be recognized at a City council meeting and will be given a plaque to memorize the achievement. They will also receive free marketing at City events, on the City website, in the summer edition of the newsletter both electronic and paper, and on the reader board signs outside of city hall and the liquor stores. Will Rotler is also exploring the option of having the business in the jamboree parade.

Community Development Staff believe this is a great way to recognize local businesses while building relationships with those who are nominated. Implementing this Award would bring very little cost to the EDA but would be a great opportunity for the community. Attached is the Outstanding Business nomination form for your review.

RECOMMENDED MOTION(S):
MOTION: Move to create the Outstanding Business of the Year Award and approve the nomination form as presented.

ATTACHMENT(S):

1. Business of the Year Award, Nomination Form