ORANGE COUNTY BUSINESS COUNCIL

10th Annual

TURNING RED TAPE INTO

Red Carpet

AWARDS *and* RECEPTION

WEDNESDAY, NOVEMBER 19, 2020

4:00 – 5:00 P.M. | VIRTUAL AWARDS CEREMONY

NOMINATION FORM

Organization:

Contact Name: Email: Phone:

Address:

Project Name:

Date Project Began: Date of Completion (if applicable):

PIO/Communication's Officer: Email:

Social Media Handles:

Six Award Categories *(choose one)*:

☐ **A. Program Award** *(select one of the following sub-categories):*

- ☐ 1. Business Retention and Expansion
- ☐ 2. Real Estate Reuse and Revitalization
- ☐ 3. Incorporating Innovative Technology
- ☐ 4. Sustainable and Green Development

☐ **B. Public-Private Partnership Award**

☐ **C. Leadership In Public Service Award**

☐ *Not required*, but for bonus point consideration, check here and attach a letter of support or recommendation from your local chamber of commerce or city business association. Name of chamber/association:

ENTRY SUBMISSION CHECKLIST:

☐ Entry fee of $125 payable to OCBC
☐ Submit entry and fee postmarked **no later than September 18, 2020**.
☐ Apply online at www.ocbc.org/2020redcarpet/.
☐ Pay online or mail check to: OCBC, 2 Park Plaza, Suite 100, Irvine, CA 92614

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

PROGRAM AWARDS

JUDGING CRITERIA:
Program Awards recognize outstanding and innovative programs in economic and business development that retain or generate jobs and investment on an ongoing basis. Program Awards will be judged by the following criteria:
- Extent of the economic impact on its community, such as an increase in the overall tax base, the creation of new jobs, or criteria relevant to the goals of the program.
- Achievement of its stated objective with **measurable results.**
- Development of strong relationships with relevant players and widespread support in the community.
- Innovation, originality, and cost effectiveness.
- Relevance and transferability of elements to other communities.

CATEGORY DESCRIPTIONS:

Business Retention and Expansion
This award honors economic development initiatives that focus on retaining and growing existing businesses within communities and regions. Applicants should demonstrate extensive cross-community collaboration, and the ability to adapt and respond quickly to unforeseen events.

CATEGORY EXAMPLES:

2019 Winner - The City of Laguna Niguel: Concierge Services Program
The City of Laguna Niguel partnered with the Laguna Niguel Chamber of Commerce and the business community to develop the Concierge Services Program, which provides enhanced customer service, streamlined processing and updated zoning code requirements and demographic information. Since implementation in May 2018, new business applications have nearly doubled. Applicants have praised the City staff's service and overall ease of starting or expanding a business in the City. Applicants can utilize detailed information about the City's demographics so they can discover the best location possible.

2019 Honorable Mention - City of Garden Grove: Buy in Garden Grove
The City of Garden Grove re-launched the shop-local program, Buy in Garden Grove (BiGG) on July 1, 2019. The enhanced BiGG features a new, vibrant logo; slogan; multi-functional GIS-based webpage; and more incentives, rebates and promotions. A new feature of BiGG is a Vehicle Rebate Program (VRP)—through a partnership with Garden Grove auto dealers, residents and businesses are offered a $500 rebate when purchasing a new vehicle. Hotels in the City's tourist district offer a 15 percent discount on stays through BiGG.

Real Estate Reuse and Revitalization
This award recognizes innovative real estate development or reuse projects purpose-built or adaptively reused for the creation of jobs or for increasing the tax base. By demonstrating a measurable and quantitative impact on employment and the tax base, the winning project will also serve as catalysts for economic development in the area or region and will demonstrate innovative partnership approaches including public and private sectors. These efforts include, but are not limited to creation of workforce housing and retail development.

CATEGORY EXAMPLE:

2019 Winner - The City of Anaheim: Anaheim Motel Conversion Ordinance
The City of Anaheim and Jamboree Housing are reusing an existing EconoLodge Motel to create 70 permanent supportive housing (PSH) units for homeless individuals. The City enacted the Motel Conversion Ordinance to prioritize the development of affordable housing and PSH units, which are effective in addressing homelessness. The Ordinance is the first in the county. Motel conversions can be done faster and less expensively than new construction. When rehabilitation begins on EconoLodge, the economic impacts to the City during the first year will include $8 million in local income, $1.5 million in taxes and other revenue, and 112 jobs.

Incorporating Innovative Technology

This award acknowledges economic development strategies and programs that seek to enable communities, businesses and/or economic development organizations to better integrate innovative technology. Strategies and programs may include elements of, but are not limited to programs increasing global connectivity, the use of technology and the Internet to save costs and/or provide improved services, modernization of infrastructure through advanced technology, and utilizing innovations in technology to support local businesses.

CATEGORY EXAMPLES:

2019 Winner – Anaheim Transportation Network: Free Rides Around the Neighborhood and RideART/CtrCity Mobile Applications

Anaheim Transportation Network and the City of Anaheim launched the RideART and CtrCity mobile apps and Free Rides Around the Neighborhood (FRAN), Orange County's first micro-transit system, averaging 103 riders per day. FRAN operates 10 all-electric vehicles on a fixed route throughout bustling Center City Anaheim. The vehicles eliminate 223 metric tons of CO2 emissions over their 12-year life. FRAN reduces parking/traffic congestion, provides "car/transit to door" service for customers of local businesses, and provides direct linkages to bus lines and ARTIC. The RideART app has been downloaded 17,087 times; the CtrCity app has 5,000 accounts.

2019 Honorable Mention – Orange County Child Support Services: Predictive Analytics

Orange County Child Support Services (OCCSS) has incorporated predictive analytics (PA) into department operations over the past several years. PA takes a robust set of data and applies statistical modeling to predict behavior and identify trends. By using PA, OCCSS has increased efficiency and accuracy while rapidly improving services. The use of PA elevates OCCSS's performance and collective understanding of customer needs by guiding the solutions OCCSS develops.

Sustainable and Green Development

This award recognizes programs that simultaneously target and create relationships between economic development and environmental sustainability. These efforts include, but are not limited to, programs which encourage energy efficiency and renewable energy, green buildings, materials and products, environmental technologies and industries, sustainable tourism, smart growth, green infrastructure, and green chemistry.

CATEGORY EXAMPLES:

2019 Co-Winner – Orange County Sanitation District: Converting Food Waste into Green Energy

Orange County Sanitation District (OCSD) will construct a food waste station to receive, store and feed pre-processed food waste to an existing wastewater processing system at its plant in Huntington Beach. This will generate methane gas for on-site power production, turning waste into green renewable energy. The project will divert 150 tons of pre-processed food waste daily and produce approximately 15 percent more methane gas for on-site green energy production. This totals a reduction of around 10,800 metric tons of carbon dioxide equivalent annually.

2019 Co-Winner – Irvine Ranch Water District: WaterStar Program

Area businesses have saved 250 million gallons of water thanks to Irvine Ranch Water District's (IRWD) WaterStar program. IRWD works with WaterStar businesses to find ways to save water, help them cut through the red tape of applying for rebates, and enhance those incentives with financial bonuses for the products used in their projects. WaterStar reduces demand on local water supplies and keep rates low. WaterStar recipients include UC Irvine, Great Park Ice, and Hoag Hospital Irvine.

To submit a Program Award nomination, please complete the Project Description, beginning on page 6.

PUBLIC-PRIVATE PARTNERSHIP AWARD

JUDGING CRITERIA:

This award recognizes outstanding and innovative development projects that have significantly enhanced economic revitalizations within communities. Winners represent efforts in which larger private contributions have been added to smaller, vital public commitments. Nominees should demonstrate:

- The extent to which public and private sector participants have formed a true partnership or joint venture in planning, developing, and financing the project.
- Direct economic benefit to the community (such as jobs and tax base). **Be sure to include metrics when demonstrating results**.
- Spin-off impact of the project.
- Creativity or innovation in packaging the project (e.g., land acquisitions, joint venture aspects and financing).

CATEGORY EXAMPLES:

2019 Winner – County of Orange Social Services Agency: Families and Communities Together Specialized Programs and Services

The County of Orange Social Services Agency (SSA) has implemented specialized programs through its Families and Communities Together (FaCT) partnership with 15 Family Resource Centers (FRCs). FaCT services address child abuse prevention by offering primary, secondary and tertiary prevention activities. This integration of services allowed FaCT to serve an additional 2,217 clients from 2014 to 2018. Two special programs—Differential Response and Family Stabilization—utilize collaborative partnerships with FRCs to assist families with complex and varying needs. $4 million in private funds are invested into the 15 FRCs each year from FaCT partners. FaCT FRCs serve 6,000 families each year.

2019 Honorable Mention - Orange County Department of Education: North America Scholastic Esports Federation

The North America Scholastic Esports Federation (NASEF) was founded in 2017 in Orange County in partnership with Orange County Department of Education (OCDE) and UCI, with support from video game companies and the Anaheim Ducks. NASEF has 350 schools signed up in 2019 and is now the global leader in scholastic esports. NASEF has provided $30,000 in grants to schools to date and invested hundreds of thousands of dollars into local businesses for live events. Student participation has significantly improved student outcomes in 17 of 19 measured areas, ranging from STEM skills to attendance.

Note that the Project Description section of the Entry Form is NOT required for this category. Please submit a profile of the partnership's achievements. Profile must include: project name; location; the developer; the firm; complete information of the prime contact, the chief executive officer and chief elected official of the city/agency/organization. Describe the project and its significance to the community. Include the types of projects (retail, industrial, office, etc.), its physical size and financing agreements. Specify the contributions of the nominee.

LEADERSHIP IN PUBLIC SERVICE AWARD

JUDGING CRITERIA:
This award recognizes an elected or public official or entity who has served as a committed advocate for economic development in the public sector. Nominees must have demonstrated sustained and effective efforts to mobilize community groups and industry leaders in the development of programs and projects, played a key role in the planning and designing of new economic development activities, and displayed dedication and commitment to his/her constituency as a leader and advocate for economic development.

CATEGORY EXAMPLES:

2019 Winner – City of Costa Mesa: "Hybrid Model" Bridge Shelter
In 2011, the City of Costa Mesa's Homeless Task Force was established to produce realistic strategies to address homelessness and make recommendations that address the needs of the community, residents, businesses and the homeless. In 2013, the Network for Homeless Solutions ("Network") formalized to empower the Costa Mesa community and to further assist homeless residents. This path led to the innovative hybrid model for the Costa Mesa Bridge Shelter.

The City opened a bridge shelter with a "Housing First" model that provided a "hybrid model" of operation. A typical operation model consists of hiring an external third party operator that completely manages day-to-day operations; the City Council's innovative approach provides additional in-house resources for the client case management. The hybrid model is unique—Mercy House operates the shelter while the City carries out a local and regional approach to community outreach, case management and diversion. This model is more efficient and collaborative. Once the Bridge Shelter opened in April 2019, many businesses saw a decrease in the number of homeless individuals.

2019 Honorable Mention – Dr. Shelly Arsenault
Dr. Shelley Arsenault is the heart of California State University, Fullerton's (CSUF) renowned public administration program. Dr. Arsenault is dedicated to her students, CSUF and the public sector workforce development pipeline. She created the City Management Fellowship Program (CMFP) in 2012 as a partnership between the Master of Public Administration (MPA) program the Orange County City Manager's Association.

CMFP provides professional, academic and financial support to several MPA students each year who demonstrate a commitment to public service and desire a career in city management. Each student is paired with a city manager as a mentor. CMFP sets CSUF apart from other MPA programs. CMFP has built a community for the MPA program and its alumni, as well as a community within Orange County's city managers. CMFP has served as an incredible example of a workforce development pipeline by training the next generation of leaders in city government.

Note that the Project Description section of the Entry Form is NOT required for this category. Please submit a profile of the nominee's achievements. Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

PROJECT DESCRIPTION FOR PROGRAM AWARD NOMINATIONS

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED. DO NOT FILL OUT THIS SECTION IF YOU ARE SUBMITTING A NOMINATION FOR A **PARTNERSHIP AWARD** OR **LEADERSHIP AWARD**.

1. Please provide a brief description of the project.

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

2. What is the goal or purpose of the project?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

3. Who are the participants in the project? Who was involved in planning/implementation/funding/lending? Do you have any coalition partners in the project? Are there any other partners that you would like to highlight? Who is affected?

_____
_____
_____
_____
_____
_____
_____
_____
_____

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added. Be sure to include metrics in your description of the results.

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

_____
_____
_____
_____
_____
_____
_____
_____
_____

6. In what ways is this project innovative or creative?

_____
_____
_____
_____
_____
_____
_____

7. Are there any other relevant details not covered above or specific to your category?

_____
_____
_____
_____
_____