



## JUDGING CRITERIA

### **Community Builder**

This award honours a business, not-for-profit or public sector agency that:

- Shows a commitment to the community outside of normal business practices;
- Has a long-term desire to build diverse, inclusive and balanced communities;
- Makes a sustainable and tangible impact in the region;
- Displays a clear commitment to social responsibility; and
- Demonstrates leadership and resilience during the COVID-19 pandemic

### **Innovation**

This award honours a business that:

- Has developed a process, product or service that is original and contributes to profitability and/or market share. Demonstrated by:
  1. Use of science and/or technology to create a business that is original and unique
  2. Shows a high degree of originality, creativity and/or experimentation to design and realize innovation.
  3. Commercialization or quantifiable growth within new and/or existing markets.
- Demonstrates leadership and resilience during the COVID-19 pandemic

### **Sustainable Practices**

This award honours a business that:

- Demonstrates sustainable business practices in their own operations (aside from the product or service for sale);
- Raises environmental awareness;
- Demonstrates leadership and commitment to sustainable development and energy conservation and shows how these practices benefit the regional environment;
- Exhibits a commitment to the community; and
- Demonstrates leadership and resilience during the COVID-19 pandemic

### **Outstanding Customer Service**

This award honours a business that:

- Is a leader in providing exceptional customer service;
- Serves as a role model, mentor or example of excellence to other businesses;
- Exhibits a commitment to the community;
- Demonstrates leadership and resilience during the COVID-19 pandemic
- Can provide up to 10 testimonials from customers dated within the last 2 years.

**Non-Profit/Association of the Year**

This award honours a non-profit organization or association that:

- Is incorporated as a non-profit organization;
- Provides outstanding contributions to the community;
- Demonstrates how their service provides benefits to others and how they differentiate themselves;
- Show quantitative and qualitative results.
- Demonstrates leadership and resilience during the COVID-19 pandemic

**Chamber Member of the Year**

- This award honours an engaged, passionate, and committed member(individual person, not company) who:
- Serves The Chamber through their volunteer participation on The Chamber's Board or committees or as a Chamber appointee;
- Demonstrates regular engagement at Chamber programs and events through attendance and interaction with new, prospective and existing member attendees;
- Promotes The Chamber and fosters positive relationships between The Chamber andthe community;
- Is an advocate for member businesses by: doing business with member businesses personally and corporately; personally connecting members by introducing them atevents or via email; and by recommending member businesses to others;
- Assists in the recruiting of new members by personally inviting businesses to join The Chamber and/or sharing referrals with staff; and
- Is a current member of the Greater Victoria Chamber of Commerce.

**Outstanding Workplace of the Year**

This award honours a business that:

- Shows a commitment to a healthy work environment through practices that benefitemployees physically, intellectually and/or emotionally;
- An exceptional commitment to its employees through competitive employmentpackages;
- A focus on workplace culture as well as employee recognition and reward programs;
- Is dedicated to providing professional development and/or advancement opportunities; and
- Shows diversity in the workplace; and
- Displays their commitment to staff contributes to their success.
- Demonstrates leadership and resilience during the COVID-19 pandemic

**New Business of the Year**

This award honours a new business (3 years or less from the date of incorporation) that:

- Has achieved outstanding business performance in a short period of time;
- Demonstrates exceptional promise of continued growth;
- Serves as an inspiration for other new businesses;
- Displays a commitment to the community; and
- Demonstrates leadership and resilience during the COVID-19 pandemic

**Emerging Business Person of the Year**

This award honours a business owner or founder under the age of 35 who:

- Has excelled in business;
- Exemplifies outstanding leadership and/or entrepreneurial skills in their field;
- Exhibits exceptional vision that contributes to business success; and
- Demonstrates leadership and resilience during the COVID-19 pandemic

**Business Person of the Year**

This award honours a business person who:

- Is the founder, owner, CEO, President or Senior Executive of a company(ies)
- Exhibits business leadership and vision;
- Displays a significant commitment to the success of both his/her business and the region as a whole;
- Serves as a positive role model or mentor for other business people;
- Demonstrates leadership and resilience during the COVID-19 pandemic; and
- Displays a commitment to the community.

**Business of the Year**

This award honours a business:

- That demonstrates continual business excellence through positive business growth;
- Displays a commitment to the community;
- Exemplifies superior customer service; and
- Embraces an outstanding commitment to quality.
- Demonstrates leadership and resilience during the COVID-19 pandemic
- Divided into three separate awards based on number of employees in a business:
  - 1 – 10 Employees
  - 11 – 39 Employees
  - 40+ Employees