



The Open for Business Awards recognize leading communities that are supporting small business.

We know that as a progressive, business oriented community you deliver initiatives that support Open for Business Best Practices to create a business-friendly culture that helps businesses to grow and thrive.

Whether you've reduced red tape, implemented a Business Walks program or have developed an entirely new approach to help business to prosper in your community, we want to hear about it.

How to Participate

Tell us how you help your business community grow and thrive.

All you need to do is select one initiative that has been implemented in the last three years that has had a meaningful impact on attracting, retaining and helping local small businesses to succeed. Then prepare a case study following the outline below to tell us how it supports Open for Business Best Practices, and how it has helped businesses in your community.

Letter of Reference

Provide two letters of reference from small businesses in your community and include the following:

- Business name and address
- Contact name and title
- Phone number
- Email address

Best Practices of Open of Business Communities

- Understand the needs of local small business
- Makes the community more competitive
- Attracts and retains business
- Makes it easier for business to attract and develop talent
- Recognizes the local contributions of small business
- Simplifies regulatory processes
- Helps business to access government procurement opportunities

Case Study

The case study should be no more than five single sided pages, plus the cover page and any appendices you wish to include supporting the narrative. These can include marketing materials, media coverage, letters of support, etc. Here is what to include:

- Background – what led up to the initiative, why was it developed?
- Target Audience - who is it aimed at?
- Objectives, goals and targets
- Process - how was it developed and implemented?
- Budget – what resources and costs were involved?
- Results – include both quantitative and qualitative
- Community feedback – what are people saying?
- Future - what might you implement in the future as a result of this initiative?
- Lessons learned
- Include pictures to tell your story in a compelling way

On the front of the case study, please include a cover page and include:

Contact Name, Title, Phone and Email Address

Community Name, Mailing Address, website

Category in which you are competing (Small, Medium, or Large)

Please note that Case Studies may be made available for view by the public, so do not include any confidential information provided by a citizen or enterprise or any content not intended for public viewing.

The Evaluation

The judges for the Open for Business Awards are members of the [Small Business Roundtable](#). Your Case Study will be reviewed by the judges who will consider the following in their evaluation:

- How effective was the initiative in creating an environment to attract and retain businesses, and enable small business to grow and thrive?
- What degree of impact has the initiative had on the community?
- What are the outcomes of the initiative – both qualitative and quantitative?

Three semi-finalists in each of the Categories (Small, Medium, and Large) will be announced on January 25, 2020. Each semi-finalist will receive two complimentary tickets to attend the BC Small Business Awards Gala (a value of \$300) which will be held at the Vancouver Convention Centre on Friday, February 21, 2020. The winners will be announced at the Gala with anticipated print and Social Media news coverage.

SUBMIT YOUR CASE STUDY

The Case Study is to be submitted electronically in a PDF or Word file to: ofbawards@smallbusinessbc.ca by midnight, January 3, 2020. If you have any audio or video files you wish to include with your Case Study, do not send them as an attachment. Rather, provide a link to a location such as a Dropbox, from where they can be downloaded.

Good Luck!

Sue Adams, Chair

Open for Business Awards Subcommittee

THE BC SMALL BUSINESS ROUNDTABLE