



2021 JUDGING CRITERIA

***All submissions will be ranked on a scale from 0-20. Submitting two reference letters and one page of accolades will result in a total of 4 points of the 20. The remaining points will be ranked on the organization's ability to show the following:**

NEW BUSINESS OF THE YEAR

The New Business of the Year has been in operation for under two years as of August 31, 2020. They have achieved outstanding business performance in a short period of time, and they demonstrate exceptional promise of continued growth. This business serves as an inspiration for other new businesses and demonstrates a commitment to the community.

SMALL BUSINESS OF THE YEAR

The Small Business of the Year demonstrate an increased workforce and business growth. They have been in business for at least two years as of August 31, 2020. This business is involved in their community and shows potential for business expansion and significant sales growth.

EXPORT BUSINESS OF THE YEAR

The Export Business of the Year demonstrates achieved export growth and the ability to sustain that growth. They show evidence of a sustainable competitive advantage and innovation in their marketing strategy. They demonstrate the value and contribution of exporting to their business expansion, and an overall company commitment to international business.

INNOVATIVE BUSINESS OF THE YEAR

The Innovative Business of the Year demonstrates vision in the development of new and/or improved technologies, products, services or processes. This business demonstrates the ability to take risks. They are committed to their community. Their innovations make a profit, help the company grow revenue, and/or add value through opening up a new market, improving productivity and employee wellness, and improving the appeal of their products and services.

NOT-FOR-PROFIT OF THE YEAR

The Not-for-Profit of the Year is a registered not-for-profit or charitable organization that has committed themselves to the service of others within the Halifax community and beyond. They are innovators and leaders providing programming and services for the betterment of the community and have made measurable strides in their operations and growth.

BUSINESS OF THE YEAR

The Business of the Year demonstrates continual business excellence through positive business growth. They are leaders in their industry. These businesses exemplify superior customer service, embrace a commitment to quality and has contributed to the development of Halifax by participating in meetings, sitting on committees and offering to help the city grow and prosper.

BUSINESS LEADER OF THE YEAR

The Business Leader of the Year has achieved a high level of respect from customers and the business community for their professionalism, service quality and commitment. They are leaders in the community through mentoring, customer relations, and supporting local events, programs and projects.