

# Selection Criteria

Each year the Red Deer & District Chamber of Commerce calls upon the region to nominate businesses that have excelled in our community, based on a determined set of criteria, to be singled out and recognized as exemplary examples of business excellence. Nominees are not required to be Chamber members, only that they maintain operations in the Red Deer and area (south to Penhold, east to Delburne, west to Poplar Ridge and north to the Blindman River), has not won a Business of the Year Award in the past five years, the business has contributed significantly to the economic and social well-being of Red Deer and, in large part, has not received acknowledgment.

Businesses are grouped in categories according to the number of full time employees that they have:

- 1-10 full-time employees
- 11-20 full-time employees
- 21+ full-time employees

We have two additional awards:

- **Young Entrepreneur.** The criteria for this award is as follows:
  - The nominee(s) must be under 35
  - The nominee(s) must have played a direct and primary role in the planning and establishment of the business and currently be operating it in a leadership capacity.
  - The business must demonstrate financial viability and sound potential for growth.
- **Non-Profit.** The criteria for this award is as follows:
  - The nominee has shown outstanding leadership in economic, social, charitable, or environmental activities
  - The nominee must be incorporated as a legitimate society or charitable organization
  - The nominee has demonstrated a dedicated focus on achieving their vision and mandate
  - The nominee promotes volunteerism

All nominations are reviewed & evaluated by an independent judging committee made up of local, qualified business community members in order to determine the finalists and ultimately the winner. All nominees are evaluated by the following criteria and given a numerical score for each category and that is then added up to determine the winners. All scoring is done in a confidential manner and is not released to any party, including the Red Deer & District Chamber of Commerce. The criteria is as follows:

- **People & Clients** - This category explores the business relationship internally with employees and externally with clients
- **Profit & Growth** - This category explores the history and future plans for growth
- **Community Involvement** - This category relates to the social aspect of business extending to the community
- **Global Community & Sustainability** - This category relates to aspects of business that extends to an awareness of business as it relates to the larger global community.