Nominations for Excellence in Marketing are being accepted for consideration by the New York State Economic Development Council (NYSEDC) Executive Committee.

The NYSEDC Excellence in Marketing recognizes an organization that has achieved measurable results telling their story. A story could be a project, redevelopment, rebranding, or community based initiative that serves the mission of NYSEDC, to promote the economic development of the state and its communities, encourage sound practices in the conduct of regional and statewide development programs, and to develop education programs that enhance the professional development skills of NYSEDC members. This award is not limited to economic development organizations; marketing firms, workforce development organizations, higher education institutions, and non-profits are encouraged to apply. Submission materials could be in the form of a campaign, website, social media content, mobile marketing, targeted programming, digital media, video, multi-media, press event, or even a brochure. We want to hear how your marketing initiative is helping to better tell the story of economic development in New York State.

Submission Requirements:
- Organizations involved
- Contact name, email, and phone number
- Submission materials
- Tell us your story. What was your goal of this initiative? What steps did you take and how did you implement them? Did you partner with other organizations? Did you work with an advertising agency? What results came from this initiative? What impact with this have on the future of economic growth in New York State?

Nominations should address as many of the criteria mentioned above as possible and be submitted electronically to Emily Lang, NYSEDC. Please indicate “Excellence in Marketing” in the subject of your email. Her email address is: lang@nysedc.org

The award will be presented during the NYSEDC Annual Banquet.