

2022 Thurston EDC Economic Courage Award Categories Criteria:

There are five categories for nominations: New Business, Small Business, Large Business and Non-Profit of the Year. Criteria for each of the Categories are below.

What is Economic Courage? Economic courage could be defined as a leader, business, non-profit and or organization that exudes the fortitude to persevere and succeed in business. Courage defined by doing business in a different way that affects supports and creates resiliency in the community.

Agricultural Business

1. The business must have its primary operations in crops, livestock or processing (can include non-food related industries such as fiber).
2. Preference is given to companies who can demonstrate impact on local supply chains by either a commitment to using locally sourced inputs or local packing and distribution.
3. Preference is given to companies who can demonstrate multiple connections with other locally owned businesses or their position as a hub within the food or distribution system.
4. While the size of the business is not a primary criteria, a high number of employees is a demonstration of the impact of the company on our economy.

New Business

1. Entered into business in Thurston County within the last 3 years
2. Demonstrates diversification in the overall business climate by the introduction of a new product/service or by employing a different set of individuals that may not have been previously employed.
3. Can represent a redeveloped business model or innovation in their business practices that has allowed them to remain or become more competitive
4. Should demonstrate a commitment to leadership within the community in support of a portion of, or the larger Thurston community

Small Business

1. Includes businesses with 49 employees or less
2. Demonstrates commitment to customer service, product development, and has positively impacted the economic vitality of Thurston county
3. Demonstrates innovation within their market niche or an ability to adapt to change in their marketplace, locally or regionally
4. Demonstrates a record of commitment to the Thurston county community through leadership, support of a local community based organization, or giving of financial resources
5. Allows for consideration of franchise business when individually owned. Individual branches are not considered but would be as a whole entity.

Large Corporate Employer of the Year

1. Employs more than 50 individuals and reaches a market beyond Thurston county
2. Employment and/or business operations have an identified multiplying impact upon greater Thurston County economy
3. Company should have a demonstrated history of supporting local community activities and programs
4. As a result of their operations, Thurston county has achieved a level of prominence and economic strength
5. Headquarters do not need to be physically located in Thurston county, however, the company must have significant employment and operations within the county

Non-profit Organization

1. Demonstrate stability by being in operation for 5 years or more
2. Provides services that are not fulfilled by basic government or for-profit business
3. Proven record of fulfilling their mandate and demonstrated record of positive impact upon the community
4. As a result of organization's mission and actions, individuals served have gone on to make a strong contribution to the fabric of Thurston county