



GREATER GEORGETOWN  
CHAMBER OF COMMERCE  
Linking Business & Community

# Outstanding Small Business of the Year Application 2017

**Congratulations for taking the initiative to nominate your business for the  
Greater Georgetown Chamber of Commerce Outstanding Small Business of the Year Awards**

*This application form requires a thoughtful evaluation.*

## **Award Categories**

1. Business of the Year
2. Nonprofit of the Year
3. Trailblazer (business in existence two-five years)

## **Eligibility Requirements**

Self-nominations are encouraged. Nominees must be:

- Members of the GGCOG
- In operation for a minimum of two years
- Committed to social responsibility and exemplify strong community involvement

# Judging Criteria

Our judging panel consist of members of the Georgetown Chamber Small Business Awards Committee. Each application will be judged blindly based on the criteria and point system listed below. Each category includes five subsets, which will be graded on a point system (1-4) by our panel. The individual winners selected will be determined based on the number of points achieved from a 100 point total. The categories include (in no particular order of importance):

- Community Involvement. Subsets Include:
  - Chamber Activities
  - Community Activities
  - Membership Involvement
  - Employee Participation in the Community
  - Financial Support (i.e. sponsorships)
- Customer Service. Subsets Include:
  - Agency Reports
  - Social Media Reports
  - Testimonials
  - Secret Shopper Reviews
  - Conflict Resolution Resources
- Excellence in Industry. Subsets Include:
  - Industry Awards
  - Community Recognition & Honors
  - Green Initiatives
  - Education (i.e. internships and externships)
  - Other Examples
- Innovation. Subsets Include:
  - Implementation of New Ideas and Strategies
  - Workforce Development
  - Leadership Examples
  - Historic Business Growth
  - Overcoming Adversity
- Workforce Motivation. Subsets Include:
  - Teambuilding Examples
  - Employee Awards and Honors
  - Employee Testimonials
  - Incentive Programs & Morale Boosters
  - Examples of Employee Empowerment and Responsibility

## Timeline

October 27, 2017: Deadline to submit applications.

November 16, 2017: Awards Luncheon & Ceremony



3. Describe your business' commitment to customer service, placing special emphasis on the subsets listed above for this category. Specific examples and copies of reviews and/or testimonials are encouraged.
4. Provide examples of how your business demonstrates excellence in industry, placing emphasis on the subsets listed above.
5. Describe your company's innovation techniques and how they relate to the specific subsets listed above.
6. Identify your motivation practices that keep your business vibrant. Include examples as they relate to the subsets listed above.
7. Please add anything else noteworthy about you or the company to be considered.

Please return **three copies** of the completed application **by October 27, 2017** to:

*Small Business of the Year Awards  
Georgetown Chamber of Commerce  
827 East Market Street, PO Box 1  
Georgetown, DE 19947*

**Questions? Call Angela Emerson, Board President, at 302-856-1544**