

**2025 Business Awards of Distinction Gala**

**Nomination Criteria**

**General Eligibility Requirements**

* Have a valid business license or development permit, where applicable;
* Be operational for a minimum of three fiscal years, unless otherwise stated;
* Can self-nominate.

**Business of the Year Award - Small (1 to 25 Employees)**

* Be at least 51% Alberta owned and operated;
* Have 25 or fewer full-time equivalent employees;
* Be profitable in each of the last three years.

This award recognizes a business that exemplifies outstanding business practices and achievements, demonstrates leadership, growth, and vision, contributes to the economic growth of the region, and plays a positive role in the community.

To be a valid entry, your business must demonstrate excellence in one or more of the following areas:

* exceptional customer service, healthy workplace environment, growth in business, and perseverance through challenges.

**Business of the Year Award – Medium/Large (26+ Employees)**

* Be at least 51% Alberta owned and operated;
* Have 26 or more full-time equivalent employees;
* Be profitable in each of the last three years.

This award recognizes a business that exemplifies outstanding business practices and achievements, demonstrates leadership, growth and vision, contributes to the economic growth of the region, and plays a positive role in the community.

To be a valid entry, your business must demonstrate excellence in one or more of the following areas:

* exceptional customer service, healthy workplace environment, growth in business, and perseverance through challenges.

**Diversity and Inclusion Award of** **Distinction**

This award recognizes a business/organization that embraces diversity - meaning that the demographic of the organization reflects the demographics of our community. They intentionally create an inclusive workplace – by providing equitable opportunities for growth and involvement of all its people and customers. Creatively promotes a sense of belonging - by valuing its people and customers for who they are.

**Marketing Award of Distinction**

This award recognizes a business/organization that has developed and

implemented successful marketing strategies within the past year which

have had a demonstrable impact on business outcomes.

**New Business of the Year Award of Distinction**

This award recognizes an emerging business/organization that is showing success in business through growth, new product and/or sales, and is demonstrating a connection to the Greater Parkland region. The eligible business/organization has been operating for between one and three fiscal years.

**Outstanding Customer Service Award of Distinction**

This award recognizes a business/organization that embodies leadership excellence in customer service. Have positively impacted the business/organization. Demonstrates business leadership for the industry in which the business/organization is situated and developed strong relationships and community support.

**Young Entrepreneur Award of Distinction**

This award recognizes an individual who has played a direct and primary role in the business planning, financial investment, and establishment of the business, and is currently operating it in a leadership capacity. Be operational for a minimum of 1 fiscal year. The nominee must be between the ages of 16-35 at the time of awarding.

The business must demonstrate financial viability and sound potential growth. Shows a high level of social, cultural and environmental awareness. Demonstrates a commitment to the wider community; engages in continuous learning or other improvement opportunities designed to advance the economic, social, and environmental prospects of the enterprise.

**Global Player Award of Distinction**

This award recognizes a business which has demonstrated significant international growth through a clear understanding of overseas markets, proving that borders are not a barrier to trade. Outstanding growth plans in the export market and exceptional diversification to reach foreign markets and capture valuable opportunities in the market.

**The Gerry Levasseur Community Champion Award**

The newly-created Gerry Levasseur Community Champion award recognizes an individual who exemplifies the Spirit of Community through their actions and commitment to the betterment of our community.

Nominees should possess at least 4 of the following attributes:

* A business owner who invests in the Tri-Region;
* A mentor who gives their time and expertise to mentor entrepreneurs including youth;
* A visionary who leads new initiatives that create positive impacts on the community;
* A leader who builds connections across communities, fostering teamwork, and uniting people towards common goals;
* Actively participating in community life, understanding local issues, and working to improve the well-being of residents;
* Volunteers of their time on local community boards or committees;
* Philanthropist who believes in the importance of giving back to the community.

**Innovation Award**

The Innovation Award recognizes a Parkland County business that has introduced new ideas, technologies, or approaches that positively impact their operations, customers, or industry. This award celebrates the spirit of creativity, adaptability, and problem-solving that supports economic growth and community resilience.

**Eligibility**

* Must be located in Parkland County
* Must have operated for at least one year
* Must show how innovation has improved their business or service
* Business must be in good standing with all relevant Parkland County regulations

**Award Criteria**

Nominations will be evaluated based on how well the business demonstrates the following:

* **Innovation in Practice** – Introduces new ideas, services, or ways of operating that show originality and forward-thinking
* **Impact** – The innovation has made a positive difference in some way, such as improved service, efficiency, visibility, or growth
* **Creative Thinking** – Approaches challenges or opportunities in a fresh or unconventional way
* **Potential** – The idea or approach shows potential to evolve, expand, or inspire others
* **Mindset** – Reflects an openness to experimentation, learning, and adapting beyond the usual approach

**How to Nominate**

To submit a nomination, email **economicgrowth@parklandcounty.com** with:

* Business name
* Award category: **Innovation Award**
* A short explanation (3–5 sentences) of why they deserve the award
* Your name and contact information

**Tourism Business of the Year**

The Tourism Business of the Year Award celebrates a business within Parkland County that has made a meaningful contribution to the local tourism industry. This award recognizes excellence in creating memorable visitor experiences, promoting the region, and adding value to the local economy and community.

The award highlights businesses that help showcase what makes Parkland County a great place to visit — from natural beauty and recreation to food, culture, and unique local experiences.

**Eligibility**

* Must be located in Parkland County
* Must have operated for at least one year
* Must have a primary function or significant portion of operations that directly supports the tourism industry. This includes, but is not limited to:
	+ Food and beverage services
	+ Attractions
	+ Agri-tourism ventures
* Business must be in good standing with all relevant Parkland County regulations

**Award Criteria**

Nominations will be evaluated based on how well the business demonstrates the following:

* **Visitor Experience** – Provides memorable, high-quality, and welcoming experiences for both local and out-of-town guests
* **Promotion of Parkland County** – Actively showcases the region’s landscape, culture, or character
* **Community Contribution** – Positively contributes to the tourism sector in Parkland County through involvement, support, or connection to other local experiences
* **Operational Excellence in Tourism** – Delivers reliable, high-quality service that enhances the overall visitor experience
* **Sustainable Tourism Approach** – Supports long-term tourism growth by offering experiences connected to Parkland County’s unique identity or community

**How to Nominate**

To submit a nomination, email **economicgrowth@parklandcounty.com** with:

* Business name
* Award category: **Tourism Business of the Year**
* A short explanation (3–5 sentences) of why they deserve the award
* Your name and contact information

**The nomination deadline is noon on Tuesday, September 30th, 2025.**

A selection committee will evaluate all supporting information from the nominated businesses in each award category based on a scoring matrix. Recipients will be announced at our Business Awards of Distinction Gala, to be held on Thursday, November 6, 2025.

To SELF-NOMINATE your business, please tell us:

* the name of your business and contact information;
* in what category (or categories) you feel you are deserving UP TO A LIMIT OF TWO.

Award applicants are not required to be a member of the Greater Parkland Chamber of Commerce.

To be a valid entry in the Chamber Business Awards of Distinction, a business must be operating in the Greater Parkland Region and continue to do so at the time of the awards presentation and have been in operation in the Greater Parkland Region for a minimum of one fiscal year.

Not have anyone in their management, or in their employment serving on the Greater Parkland Chamber Board of Directors.

**Please forward all nominations to:** **administration@gprchamber.ca**