

## 2017 SMALL BUSINESS AWARDS

### AWARD CATEGORIES & ELIGIBILITY CRITERIA

**\* Businesses may only apply for ONE category only + Loudoun's Entrepreneur of the Year**

#### ***Tourism & Entertainment***

Businesses eligible for this category include any that provide entertainment, recreational, cultural, historical or culinary experiences that attract visitors, while also serving the quality of life needs of Loudoun residents. This includes theatres, wineries, restaurants, bed & breakfasts, bowling alleys, driving ranges, farms and equestrian facilities.

#### ***Rural Business of the Year***

This category is open to all businesses located in Loudoun's agriculturally-zoned areas and includes farms that raise and sell produce or livestock; businesses that sell, direct to consumers, products derived from locally sourced agricultural products or services (wineries, stables, veterinarians, nurseries, breweries); or any type of business that earns at least 50% of annual revenues from sales related to agricultural products or services.

#### ***Independent Retailer Business of the Year***

This category recognizes non-franchise or corporate owned retailers that sell any type of product to consumers or businesses. Eligible applicants include businesses with any type of location, including home-based. To qualify for this award, the majority (>50%) of an applicant's annual revenues must be subject to Virginia Sales Tax.

#### ***Service Business of the Year***

Eligible applicants for this award are service businesses that provide any type of services to consumers and/or businesses. Eligible businesses may also sell products to their customers, but the majority (>50%) of their annual revenue must be exempt from Virginia Sales Tax.

#### ***Home Based Business of the Year***

This award is reserved for businesses that are based entirely out of the owner's home. Businesses that also own or lease any office, retail or industrial space are ineligible for this award. Businesses that make use of co-working or shared work space on a part-time basis are eligible. All types of businesses qualify for this category.

#### ***Nonprofit Organization of the Year***

To be eligible for this award, a nonprofit must demonstrate it is a well-managed organization that delivers essential programs and/or services to serve the Loudoun community. Eligible nonprofits must have official IRS designation as a 501(c) 3 entity or be a donor directed fund of a community foundation. They also must also be located in, or serve the residents of, Loudoun County and completed a full year of operation prior to August 18, 2016.

#### ***Innovative Business of the Year***

To earn this award, a business must demonstrate that it can demonstrate a strong and effective commitment to the culture of innovation in ways that that lead to truly unique and creative solutions that deliver results for their customers, partners and/or the community.

#### ***Health and Wellness Business of the Year***

This award recognizes businesses that provide products and/or services that support the health and wellness of their customers, patients or their client's employees. Successful applicants will demonstrate innovative and effective approaches to engaging their clients or patients, advancing wellness in the workplace, and/or cultivating an active, healthy lifestyle for the community.

#### ***Loudoun's Top Entrepreneur of 2017***

To earn this prestigious award, an entrepreneur must demonstrate an exceptional track record in all aspects of starting and growing a business. Areas of emphasis include product and/or service development, financial management, capital attraction, marketing and sales growth, strategic planning and customer service. Applications for this award may be directly submitted, while the businesses or nonprofits that apply for one of the other categories may nominate one or more of their staff members.

#### ***Small Business of the Year (SBOY)***

This category is open for sole submissions. Industry category winners from the previous three years are automatically nominated for this category; SBOY winners for the previous three years are not eligible. The category winners of the current year will automatically be evaluated for SBOY. Selection criteria are that the business must demonstrate outstanding results in all the following areas: growth, customer service, marketing, profitability, competitive positioning, community service, and innovation.

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### Selection Process

The selection committee evaluates your nomination SOLELY on the information you provide. Your answers to the questions are strictly confidential and the supporting materials along with any presentations you provide are critical to the evaluation process.

***Nominees who choose NOT to return their application & materials by August 18, 2017, WILL NOT be considered.***

Please include brochures, pictures, videos, CD's, DVD's or any other items that helps represent your business (mail or drop off). These allow our selection committee to properly understand your business and the impact you make on the Loudoun community. Please keep all video content under 10 minutes in length. ***Online applications and printed materials are due no later than August 18, 2017, delivered to the Chamber office by 4 p.m.***

### General Business & Nonprofit Eligibility Criteria

- Businesses must have annual revenues of \$10 million or less.
- Nominees must not be a subsidiary of another business (does not include EOY)\*
- Nominees must have a valid business license
- Businesses must have 50 or fewer employees. The total number of employees may not exceed a total of 60 employees (full-time and part-time combined) at any time during the past year. Rural Businesses are granted an exception in that they can have up to a total of 60 employees during harvesting season only to include supplemental harvesting staff (Please do not count temporary staff)
- Nominees cannot have won in the same category in the previous three years.
- Any business located in Loudoun County is eligible.
- Businesses located outside of Loudoun County must be a Loudoun Chamber member.
- Businesses must have completed one full year of operation prior to August 28, 2017.

\*Local franchise owners are eligible if they meet criteria

