



CATEGORIES

1. Small Business

Honours an outstanding business or organization with 1-10 employees that, in the past year, has demonstrated a capacity for sustainable growth, engages in innovative business practices, and who has achieved continued business excellence in their field, while making a positive impact on the community.

2. Mid-size Business

Honours an outstanding business or organization with 11-59 employees that, in the past year, has demonstrated a capacity for sustainable growth, engages in innovative business practices, and who has achieved continued business excellence in their field, while making a positive impact on the community.

3. Large Business

Honours an outstanding business or organization with 60 or more employees that, in the past year, has demonstrated a capacity for sustainable growth, engages in innovative business practices, and who has achieved continued business excellence in their field, while making a positive impact on the community.

4. New Business

This award recognizes a start-up business (1 year or less), that has achieved outstanding performance and results over a short period of time. As trailblazers in their field, they demonstrate exceptional promise for growth and innovation and are well-positioned for continued success.

5. Tourism Operator

Awarded to a tourism business that provides exemplary service and a unique, high-value experience to Nanaimo visitors. They are successful in offering a product, service or experience that promotes the Nanaimo region as a destination and leaves visitors with a desire to return.



7. Hospitality Operator

Awarded to any hotel, motel, campground or bed and breakfast that provides exemplary service to Nanaimo visitors. If they offer 'best-in-class' hospitality, boast amazing testimonials, and have a proven track record of providing exceptional guest service and facilities, they deserve your nomination.

8. Restaurant

This award honours a restaurant that consistently goes the extra mile to provide exceptional food, exemplary service and great value for their customers. Whether it's a greasy spoon or a fine dining establishment, they are proactive in response to changing market trends and implement innovative business practices to achieve sustainable, positive business growth.

9. Retailer

Awarded to a leader in the retail community who offers a variety of merchandise, and has earned a reputation for excellence in aesthetics, atmosphere, product knowledge and customer service. The retailer values strong relationships, is proactive with changing market trends, and implements innovative business practices to achieve sustainable, positive business growth.

10. Automotive

This award recognizes a dealership, parts and service outlet, or body/repair shop that has demonstrated exemplary customer service.

11. Development & Design

Awarded to a business whose projects demonstrate visionary thinking in the planning and design of our urban environment. The winner is committed to creating enjoyable places and spaces that produce a more livable and 'successful' city.

12. Builders & Trades

Awarded to a builder or tradesperson who continually exceeds the expectations of their clients, and has demonstrated excellence in innovation, creativity, and design. They showcase exceptional craftsmanship and dedication to sustainability in their business operations and project work.



13. Financial Services

Awarded to any banking, financial, investment, or accounting service recognized for their industry knowledge and expertise leading to consistent customer satisfaction. They are noted for their ability to deliver customized solutions that help their clients achieve their unique goals.

14. Technology

Awarded to a business that has used technology to create a business concept that is new or unique, or has applied innovative improvements to existing processes, products, or services that enhance their business.

15. Health Care Services

Awarded to a service-based health care organization or operator who has a demonstrated history of positive customer feedback and excellent outcomes. This business shows a consistent adherence to high-quality customer care and is a highly-regarded member of Nanaimo's health care community.

16. Creative Services

Awarded to any marketing or creative service provider recognized for their industry knowledge and expertise leading to consistent customer satisfaction and positive results. This category includes professionals working in branding, graphic design, advertising, public relations, web design and digital media in addition to traditional marketing methods.

17. Arts & Entertainment

Support for cultural activities creates an opportunity to celebrate the gifts and talents of a broad cross-section of Nanaimo while promoting the local creative economy. This award recognizes an individual, business, group, organization or event that celebrates a vibrant Nanaimo through arts, culture, heritage, education, and ethnicity.

18. Corporate Social Responsibility

Awarded to an organization that uses its resources, creativity, and community connectivity to excel at corporate citizenship. Social responsibility is demonstrated by a 'triple bottom line' philosophy that is well-established in their business model.



19. Social Enterprise

Awarded to an organization that exemplifies excellence in serving the community while committing to sustainable business activities. They have a dedicated focus on achieving their social vision while expanding programs and services in their search for commercial success.

20. Not-For-Profit Organization

Awarded to a non-profit organization that exemplifies excellence and innovation in their projects, programs, and service offerings to the community. Their commitment to fulfilling community needs through volunteer involvement and leadership while maximizing their value to a particular constituency is uniquely rewarding to Nanaimo.

21. Inclusive Employer

Awarded to a business or organization that, through their leadership and efforts, have made a difference in employing people with special abilities, proving the uber-value of previously under-valued workers.

22. Above & Beyond

This award is given to a social services staff person who most exemplifies excellence. Excellence is defined as being a role model for others, inspiring others to work collaboratively and creatively, and promoting a work environment that is respectful, collegial and supportive.

23. Youth Spirit

Awarded to individuals and groups, through grade 12, who through their spirit, enthusiasm and dedication, are making extraordinary contributions to the community at an early age. One group or individual from each SD68 high school will be honoured.