

From start-ups to local legends, the Business Awards shine a light on hard-working businesses, business people and community leaders in 14 categories worth celebrating. Finalists are chosen by an independent panel of prominent business leaders who serve as judges. The following is the criteria for judging each award.

Award Categories & Judging Criteria

Business of the Year honours a business that:

- Demonstrates continual business excellence through positive business growth;
- Displays a commitment to the community;
- Exemplifies superior customer service;
- Embraces an outstanding commitment to quality;
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Note: There are three separate Business of the Year Awards based on number of employees in a business:

- 1 – 10 Employees
- 11 – 39 Employees
- 40+ Employees

Business Person of the Year honours a business person who:

- Is the founder, owner, CEO, President or Senior Executive of a company(ies)
- Exhibits business leadership and vision;
- Displays a significant commitment to the success of both their business and the region as a whole;
- Serves as a positive role model or mentor for other business people;
- Displays a commitment to the community; and
- Demonstrates leadership and resilience during the COVID-19 pandemic

Chamber Member of the Year honours an engaged, passionate, and committed member (individual person, not company) who:

- Serves The Chamber through their volunteer participation on The Chamber's Board or committees or as a Chamber appointee;
- Demonstrates regular engagement at Chamber programs and events through attendance and interaction with new, prospective and existing member attendees;
- Promotes The Chamber and fosters positive relationships between The Chamber and the community;

- Is an advocate for member businesses by:
 - doing business with member businesses personally and corporately;
 - personally connecting members by introducing them at events or via email; and
 - recommending member businesses to others;
- Assists in the recruiting of new members by personally inviting businesses to join The Chamber and/or sharing referrals with staff; and
- Is a current member of the Greater Victoria Chamber of Commerce.

Community Builder honours a business, not-for-profit or public sector agency that:

- Shows a commitment to the community beyond normal business practices;
- Has a long-term desire to build diverse, inclusive and balanced communities;
- Makes a sustainable and tangible impact in the region;
- Displays a clear commitment to social responsibility; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Emerging Business Person of the Year honours a business owner or founder under the age of 39 who:

- Has excelled in business;
- Exemplifies outstanding leadership and/or entrepreneurial skills in their field;
- Exhibits exceptional vision that contributes to business success; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Innovation honours a business that:

- Has developed a process, product or service that is original and contributes to profitability and/or market share. This is demonstrated by:
 - Use of science and/or technology to create a business that is original and unique;
 - Showing a high degree of originality, creativity and/or experimentation to design and realize innovation; and,
 - Commercialization or quantifiable growth within new and/or existing markets.
- Demonstrates leadership and resilience during the COVID-19 pandemic.

New Business honours a new business (3 years or less from the date of incorporation) that:

- Has achieved outstanding business performance in a short period of time;
- Demonstrates exceptional promise of continued growth;
- Serves as an inspiration for other new businesses;
- Displays a commitment to the community; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Non-Profit/Association of the Year honours a non-profit organization or association that:

- Is incorporated as a non-profit organization;
- Provides outstanding contributions to the community;

- Demonstrates how their service provides benefits to others and how they differentiate themselves;
- Shows quantitative and qualitative results; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Outstanding Customer Service honours a business that:

- Is a leader in providing exceptional customer service;
- Serves as a role model, mentor or example of excellence to other businesses;
- Exhibits a commitment to the community;
- Can provide *up to 10 testimonials from customers dated within the last 2 years*; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Outstanding Workplace of the Year honours a business that:

- Shows a commitment to a healthy work environment through practices that benefit employees physically, intellectually and/or emotionally;
- Demonstrates an exceptional commitment to its employees through competitive employment packages;
- Has a focus on workplace culture as well as employee recognition and reward programs;
- Is dedicated to providing professional development and/or advancement opportunities;
- Shows diversity in the workplace;
- Displays their commitment to staff by contributing to their success; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.

Sustainable Business Practices honours a business that:

- Demonstrates sustainable business practices in their own operations (aside from the product or service for sale);
- Raises environmental awareness;
- Demonstrates leadership and commitment to sustainable development and energy conservation and shows how these practices benefit the regional environment;
- Exhibits a commitment to the community; and
- Demonstrates leadership and resilience during the COVID-19 pandemic.