



WEST COVINA SMALL BUSINESS WEEK 2018 AWARD NOMINATIONS



2018 City of West Covina Small Business Awards Guidelines

To commemorate this year's National Small Business Week 2018 (April 29– May 5), the City of West Covina will be hosting the 3rd Annual West Covina Small Business Week (WCSBW). The City is thrilled to bring back the award nominations for this year's WCSBW 2018. The awards are an opportunity to honor and acknowledge the businesses that contribute to the community. West Covina residents and small businesses are encouraged to submit nominations for a West Covina small business that meets one of the three award categories; Small Business of the Year, Veterans in Business Award, and Women in Business Award. The fourth category, Innovative Use of Resources Award, will be nominated by the University of La Verne Small Business Development Center (SBDC). The four categories are:

- Small Business of the Year

This award honors a small business located in the City of West Covina that has shown growth and/or sustainability of their business and a record of community involvement.

- Veterans in Business Award

This award honors a small business owned by a U.S. military veteran located in the City of West Covina that has shown growth and/or sustainability of their business and has been an advocate for the veterans community.

- Women in Business Award

This award honors a small business owned by a woman located in the City of West Covina that has shown growth and/or sustainability of their business and has been an advocate for women in business.

- Innovative Use of Resources Award

This award honors a West Covina small business that has leveraged available business resources to grow their business and ensure success. The awardee will be nominated by the University of La Verne Small Business Development Center (SBDC).

Award Details

Eligibility

Nominees for all awards must meet the following eligibility requirements.

- Legal resident of the United States or its territories.
- Owns and operates or bears principal responsibility for operating a small business in the City of West Covina.
- Partners who jointly own and operate a small business may be nominated as a “team.”
- Team nomination cannot exceed four (4) partners.
- Small Business in West Covina.
- Must have a valid West Covina business license.

Non-Eligible

- Elected officials.

Eligible Nominations

- Nominations are open to anyone, including self-nominations.
- Nominations for a business can be submitted into several categories, however, will only be allowed to win one award.
- Nominee will be recognized for Award at the WCSBW 2018 Opening Ceremony on Monday, April 29, 2018 at 6:00 p.m. (Nominee’s presence is required).

Nomination Submittals

- **Deadline: Thursday, April 12, 2018 at 5:30 p.m.**
- **Please submit Award Nomination Applications to**
 - Delivered and/or mailed:
 - Online submittals: www.westcovina.org/WCSBW2018
City of West Covina
Community & Economic Development Division
Attn: Karen Ko
1444 W. Garvey Avenue S.
West Covina, CA 91790
(626) 939-8417
 - Emailed: kko@westcovina.org

Nomination Period

- Thursday, March 15, 2018, to Thursday April 12, 2018.

Nomination Packages

- Nominations must contain the information below (incomplete nomination packages will not be considered).
 1. A completed nomination application form which is available at www.westcovina.org/WCSBW2018;
 2. Nomination letter (must not exceed 1 page)

3. Supporting documentation showing nominee meets award criteria (must not exceed 2 page)
4. Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination (supporting documentation must not exceed 2 pages)
5. List of Awards if any (must not exceed 1 page)

Selection Procedures

Nominations for three categories (Small Business of the Year Award, Veterans in Business Award, and Women in Business) will be reviewed by the Small Business Week Awards Committee, consisting of City staff; the nominations will be judged based on the criteria included in these guidelines. The Innovative Use of Resources Award will be nominated by the University of La Verne Small Business Development Center.

Award Categories

Small Business of the Year Award

Ideal Candidate

This award honors a small business located in the City of West Covina that has shown growth and/or sustainability of their business and a record of community involvement.

Evaluation/Selection Criteria

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Staying Power: Length of time that business has been in community.
- 2) Success: Increase in sales for calendar years 2014, 2015, 2016, and 2017.
- 3) Innovativeness of product or service offered: Product or service fits a niche not being adequately addressed by the competition.
- 4) Community Involvement: Evidence of the company's involvement in the community including, but not limited to: volunteerism, sponsorship, participation in community events/services.

Criteria	Strength: 1 Low, 5 High	Weight (% of Total)	Weighted Score
Staying Power		25	
Success		25	
Innovativeness		25	
Community Involvement		25	
		100%	

Veterans in Business Award

Ideal Candidate

This award honors a small business owned by a veteran located in the City of West Covina that has shown growth and/or sustainability of their business and has been an advocate for the veteran community.

Evaluation/Selection Criteria

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Veteran: Owner and/or Operator must be a United States Military Veteran OR a spouse of a military veteran

- 2) Success: Increase in sales for calendar years 2014, 2015, 2016, and 2017.
- 3) Innovativeness of product or service offered: Product or service offered fits a niche in the community.
- 4) Champion: Advocates for veteran’s entrepreneurship in the overall small business community.
- 5) Opportunity: Nominee provides employment, training, and/or counseling to veterans and/or military spouses.

Criteria	Strength: 1 Low, 5 High	Weight (% of Total)	Weighted Score
Success		15	
Innovativeness		25	
Champion		30	
Opportunity		30	
		100%	

Women in Business Award

Ideal Candidate

This award honors a small business owned by a woman/women located in the City of West Covina that has shown growth and/or sustainability of their business and has been an advocate for women in business.

Evaluation/Selection Criteria

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) Woman: Owner and/or Operator must be a woman/women.
- 2) Success: Increase in sales for calendar years 2014, 2015, 2016, and 2017.
- 3) Innovativeness of product or service offered: Product or service offered fits a niche in the community.
- 4) Champion: Advocates for women’s entrepreneurship in the overall small business community. Demonstrates commitment and ongoing support to the success of women-owned businesses.
- 5) Opportunity: Nominee provides employment, training, and/or counseling to women.

Criteria	Strength: 1 Low, 5 High	Weight (% of Total)	Weighted Score
Success		15	
Innovativeness		25	
Champion		30	
Opportunity		30	
		100%	

Innovative Use of Resources Award

Ideal Candidate

This award honors a West Covina small business that has leveraged available business resources to grow their business and ensure success. The awardee will be nominated by the University of La Verne Small Business Development Center (SBDC).

Evaluation/Selection Criteria

In evaluating the nomination packages, the judges will look at the following criteria:

- 1) SBDC Client: Business must be a current client of the local Small Business Development Center. Business must have used resources offered by SBDC to leverage the current and future success of the establishment.
- 2) Use of SBDC Resources: Business has leveraged available business resources to grow their business.
- 3) Community Impact: Evidence of the company's involvement in the community including, but not limited to: volunteerism, sponsorship, and participation in community events/services.
- 4) Innovativeness of product or service offered: Product or service offered fits a niche in the community.

Criteria	Strength: 1 Low, 5 High	Weight (% of Total)	Weighted Score
Use of SBDC Resources		40	
Community Impact		30	
Innovativeness		30	
		100%	