



## AWARD CATEGORIES & JUDGING CRITERIA

From start-ups to local legends, the [Whitehorse Chamber of Commerce Business Excellence Awards](#) shines a spotlight on the many businesses that help make Whitehorse and the Yukon a great place to live, work, play and do business.

This year, there will be twelve (12) categories worth celebrating, with three (3) Awards presented in partnership with [Tourism Industry Association of the Yukon's Tourism Awards of Excellence](#). Finalists will be chosen by an independent panel of judges comprised of prominent business leaders from our community.

The following criteria will be used to judge the awards:

### 2024 Business Excellence Awards Categories & Judging Criteria

**Small Business of the Year Award** honours a business that:

- Operates with 10 or less full-time employees;
- Demonstrates continual business excellence through positive business growth;
- Demonstrates a commitment to the community;
- Exemplifies superior customer service; and
- Embraces an outstanding commitment to quality.

**Business of the Year Award** honours a business that:

- Operates with 11 or more full-time employees;
- Demonstrates continual business excellence through positive business growth;
- Demonstrates a commitment to the community;
- Exemplifies superior customer service; and
- Embraces an outstanding commitment to quality.

**Business Leader of the Year Award** honours a businessperson who:

- Is the founder, owner, CEO, President or Senior Executive of a company/companies;
- 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 businesspeople; and
- Displays a commitment to the community.

**New Business Entrepreneur Award** honours a new business that:

- Has been in operation for more than 1 year and less than 3 years;



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- 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; and
- Demonstrates a commitment to the community.

**Innovation Award** 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.

**Outstanding Customer Service Award** 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; and
- Can provide a minimum of 5, maximum of 10 testimonials from customers dated within the last year.

**Greatest Community Impact Award** honours a business that:

- Demonstrates a commitment to the community beyond their usual business practices;
- Has a desire to build diverse, inclusive and balanced communities;
- Makes a sustainable and tangible impact in the region; and
- Has shown a clear commitment to social responsibility through supporting events, programs, projects, and sports teams throughout the year.

**Workplace Excellence Award** 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; and
- Displays their commitment to staff by contributing to their success.



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**Sustainable Business Practices Award** honours a business that:

- Demonstrates responsible environmental impact/or sustainable business practices in their own operations (aside from the product or service for sale);
- Raises environmental and/or sustainability awareness;
- Demonstrates leadership and commitment to sustainable growth and/or energy conservation and demonstrates how these practices benefit the regional environment; and
- Exhibits a commitment to the community.

### 2024 Yukon Tourism Awards of Excellence

The [Tourism Industry Association of the Yukon's](#) *Tourism Awards of Excellence* were established to recognize and foster excellence in the Yukon's tourism industry.

The awards allow the industry to recognize those people, places, organizations, and events that have gone above and beyond to offer superior tourism experiences to travelers in Yukon.

***New!*** **Yukon Tourism Awards of Excellence – Lifetime Achievement Award** honours an individual that:

- Demonstrated unparalleled dedication that positively shaped the Yukon tourism industry;
- Exhibited leadership and has influenced others in the Yukon tourism industry to strive towards excellence;
- Demonstrated excellence in the development of Yukon tourism product and enhanced the quality and overall standards of tourism product development throughout the industry; and
- Presents any achievements, recognition or previous successes that have contributed to the positive promotion and/or growth of the Yukon tourism industry.

***New!*** **Yukon Tourism Awards of Excellence – Tourism Employee of the Year Award** honours an individual that:

- Demonstrates unparalleled dedication to positively shaping the future of the Yukon tourism industry;
- Shows how the employee's work ethic has influenced others in the Yukon tourism industry to strive towards excellence;
- Demonstrates excellence in the development of Yukon tourism product and enhanced the quality and overall standards of tourism product development throughout the industry; and
- Presents any achievements, recognition or previous successes that have contributed to the positive promotion and/or growth of the Yukon tourism industry.



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*New!* Yukon Tourism Awards of Excellence – Traveller Experience Award honours a business that:

- Demonstrates an extraordinary organizational commitment to providing an exceptional visitor experience, including a series of systems and processes to promote ongoing Customer Service improvement within the organization;
- Utilizes a customer experience strategy that is based on factual research, metrics and data analysis; and
- Is committed to product development specifically with the objective of improving the visitor experience.

### QUESTIONS?

If you have any questions about the Whitehorse Chamber of Commerce 2024 Business Excellence Awards, please call the Chamber office at 867.667.7545, or email Project Coordinator, Kathleen Limpio, at [business@whitehorsechamber.ca](mailto:business@whitehorsechamber.ca).