



Progressive by Nature



Ambassador Program

Information Package





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Introduction



Congratulations on your consideration to become an Elgin County Ambassador! This information package describes the Elgin County Ambassador program, Ambassador responsibilities and the benefits you can enjoy as an Ambassador.

Elgin County Ambassadors are people who volunteer their time to help promote business throughout Elgin County and actively participate in the growth and development of the County.

You will work together with the local Chambers of Commerce and with the Elgin County

Economic Development Office to cooperatively increase business opportunities for the County as a whole.

Your main responsibility as an Ambassador is to endorse Elgin County as a place in which to invest and live, drawing attention to the many assets and benefits of locating a business in Elgin County.

Ambassadors are individuals with existing business networks both in the local community and also outside of Elgin County. Entrepreneurs or managers that travel on business make excellent candidates for the role of an Ambassador.

Ambassadors tend to be outgoing individuals possessing excellent communication skills and an enthusiasm for the County of Elgin. Ambassadors are able to project a positive image for their company as well as the County itself.

Ambassador activities are reported in the Elgin County Newsletter and E-blasts as well as the Elgin County Economic Development website which are seen by hundreds of people.

Ambassadors may also be invited to participate in activities such as tradeshow, conferences, special events, ribbon cuttings and other business related networking opportunities, further providing venues to meet new people including other local business operators and representatives of various levels of government.

Many business leaders likely already act as unofficial Ambassadors to Elgin County when attending tradeshow, conferences, and other events. A partnership with the Elgin County Economic Development Office will make networking easier for you, by providing additional resources and tools that you can use when speaking to others about Elgin County.



Mission Statement



To serve as an Ambassador for Elgin County, promoting the County as a place that is “Progressive By Nature”, a County that not only provides a high quality of life but also offers many successful business opportunities.

Ambassador Benefits

In exchange for your time and effort, Ambassadors are rewarded with new networking opportunities, enhanced exposure and a variety of other benefits such as awards and recognition amongst your peers.

Acting as an Ambassador also provides the satisfaction of knowing that you are making a positive contribution by helping your business community grow and thereby helping the County to successfully attract new investment.

During your tenure as an Ambassador, you can expect to enjoy a number of benefits, including:

- Networking with other entrepreneurs and business people, both locally and abroad.
- Involvements in helping the County grow through the attraction of new businesses.
- Greater visibility for yourself and your business, both locally and abroad.
- Immediate access to new businesses locating in Elgin County.
- Opportunity for direct participation with the County.
- Lasting business relationships and friendships.
- Leadership opportunities within the various sectors of the community.

Ambassador Eligibility

The Elgin County Ambassador Program is open to business leaders who are prepared to promote Elgin County in their daily activities and in their business travels. They are residents of Elgin County or have roots in Elgin County, but live abroad. All candidates must meet the following requirements:

- Be a business leader in good standing with Elgin County
- Successfully complete the Ambassador Training Program
- Represent Elgin County in a positive and responsible manner



Ambassador Duties & Responsibilities

To stay in good standing with the Elgin County Ambassador Program and retain Ambassador status, Ambassadors must:

- Participate in a minimum of two quarterly breakfast meetings
- Provide at least one business, tradeshow, conference or special event lead per year
- And /or recruit one new Ambassador per year.

To measure Ambassador participation, points will be awarded for a variety of items and tracked by the Elgin County Ambassador Program liaison staff. Details regarding this point system are explained later in this document. In addition to the quarterly breakfast meetings, Ambassadors are encouraged to participate in external activities that promote Elgin County.

Quarterly Breakfast Meetings

Breakfast meetings are hosted at the end of each quarter to welcome new Ambassadors, provide feedback on member surveys, introduce new information to all Ambassadors, and recognize Ambassadors who have shown exceptional commitment to the program.

Quarterly meetings provide an opportunity to learn from other Ambassadors and give the group a chance to review the past quarter, identifying ideas for what worked and what could be improved. Ambassadors are encouraged to share suggestions for the program on an ongoing basis. Any updated tools such as business cards, handbooks or other additional Ambassador materials will be distributed at these meetings.

Recruitment of New Members

The Ambassador Program is open to business leaders who are prepared to promote Elgin County in their daily activities and in their business travels. Ambassadors are dedicated to growing Elgin County and seeking out opportunities to attract new jobs and venues to the area, as well as building a positive image of the region.

One of the responsibilities asked of Ambassadors is to identify business owners who would benefit from membership in the Ambassador program and invite them to join. Ambassadors will be provided with a summary of the membership benefits so that they may extend a prepared invitation when appropriate.



External Activities

Ambassadors are encouraged to talk about the benefits of operating a business located in Elgin County when they attend external conferences, tradeshows, events or business meetings. They are encouraged to share information in the format provided by the Elgin County Economic Development Office and to collect business cards from interested parties.

Ribbon Cuttings / Grand Openings / Ground Breakings

Ribbon cuttings, grand openings and ground breaking ceremonies will be held to celebrate new businesses locating in the County. These activities represent new opportunities for economic development, employment and growth. As such, Ambassadors can provide a “welcoming” service on behalf of the County.



Member Surveys

Each quarter members will be provided with a survey that will be used to gather feedback about the Elgin County Ambassador Program, the Elgin County Economic Development Office or Elgin County itself. The results of these surveys will be shared with the Ambassadors at the next quarterly meeting and will be used to help guide future decisions on how to expand and improve the Ambassador program.

Level of Commitment

If the Ambassador will not be able to meet their stated requirements for an upcoming quarter, it is the duty of the Ambassador in question to contact the Elgin County Economic Development Office in advance and inform them of the circumstances that will prevent them from fulfilling their obligations.

For further information about your level of commitment as an Elgin County Ambassador please reference Appendix A in the back of the Information Package.



New Recruits

Becoming an Ambassador

If you would like to become an Elgin County Ambassador the following steps will need to be taken:

1. Complete the online application www.progressivebynature.com/ambassador.
2. Once submitted applications will be reviewed and a decision made within one week.
3. At the end of the review period you will be contacted with a welcome message or an explanation as to why you were not accepted.
4. Once approved, Ambassadors will need to complete the training program before they can begin collecting points.
5. Once the training program is complete you will be provided with an Ambassador Program Welcome Package.





Training Program

The Elgin County Ambassador Training Program will help new Elgin County Ambassadors learn about their role in the program.

New Ambassadors will be invited to attend a face-to-face meeting with a member of the Elgin County Economic Development Office where they will be provided with:



- An overview of their roles as Elgin County Ambassadors
- Details about the Elgin County Ambassador Program
- A Welcome Package Kit

In addition new Ambassadors will have an opportunity to ask questions about the program.

Ambassador of the Year

The “Ambassador of the Year” is selected by the County of Elgin Economic Development and Tourism Advisory Committee (CEEDTAC), on the basis of their cumulative points for the entire year.

In the event of a tie, CEEDTAC members will evaluate various other factors, such as the quality of lead generations or attracted tradeshows, conferences or special events to the area to decide the winner.

The Ambassador of the Year will receive a high quality plaque at the annual Elgin County Ambassador Program awards and recognition ceremony. Furthermore they will receive recognition in the Elgin County newsletter and on the Elgin County Economic Development website.





Awards & Recognition

A point system will be used to track Ambassador activities throughout the year. This points system has a direct impact on the Elgin County Ambassador Program annual awards and recognition program.

The accumulated points for each Ambassador will be presented at the quarterly meetings. Ambassadors are required to accumulate a minimum of 5 points per quarter. Points may vary based on punctuality and preparedness, at the discretion of the Elgin County Economic Development Office staff liaison. A breakdown of this point system is provided below.

Criteria	Points
Completion of Membership Surveys	2
Ground Breaking Ceremonies	2
Grand Openings	2
Ribbon Cuttings	2
New Ambassador Recruits 1 – Bringing A Potential Ambassador To A Meeting	3
Attending External Events (i.e. tradeshow, conferences or special events)	5
Ambassador Training Program Completion	5
Attending Quarterly Breakfast Meetings	5
New Ambassador Recruits 2 – Sponsoring A New Ambassador	6
Delivering A New Qualified Lead	7
Delivering A New Lead That Results In An Investment	15

Extra points can be given for additional support from Ambassadors. Points may vary and are at the discretion of the Elgin County Economic Development Office staff liaison.

The Elgin County Economic Development Office staff liaison will keep track of points throughout the year. At events, it is the responsibility of the Ambassador to sign-in with Elgin County Economic Development staff liaison so that points may be accurately assigned.

Ambassadors in Training are not eligible to start earning points until they have completed the Elgin County Ambassador Training Program. Points are reset to zero at the end of the year.

- First Quarter January, February, March
- Second Quarter April, May, June
- Third Quarter July, August, September
- Fourth Quarter October, November, December



Appended A: Level of Commitment Outline

In the event that an Ambassador fails to meet any of his/her minimum requirements (5 points per quarter) the Ambassador in question will be contacted by Elgin County Economic Development liaison staff and reminded that they will need to make up their requirements by the end of the next quarter in order to stay in good standing with the Elgin County Ambassador Program.

In the event that an Ambassador fails to meet any of his/her minimum requirements for 2 consecutive quarters, the Ambassador in question will be contacted by Elgin County Economic Development liaison staff and given a written notice that they will need to make up their requirements by the end of the next quarter in order to stay in good standing with the Elgin County Ambassador Program.

In the event that an Ambassador fails to meet any of his/her minimum requirements for 3 consecutive quarters, the Ambassador in question will be contacted by Elgin County Economic Development liaison staff and given formal written notice that they will need to make up their requirements by the end of the next quarter or they will no longer be in good standing with the Elgin County Ambassador Program and may be removed from the program at that time.

In the event that an Ambassador fails to meet any of his/her minimum requirements for 4 consecutive quarters, the Ambassador in question will be contacted by Elgin County Economic Development liaison staff and notified that they may no longer be eligible to actively participate in the Elgin County Ambassador Program and will need to reapply at a future date if they wish to continue with the program.

The Elgin County Economic Development Office will take all reasonable measures available in order to accommodate the schedule demands of the Ambassadors, and aims to work with Ambassadors to foster a strong and productive partnership that will benefit existing business and the overall Elgin County business community.