



# AUSTIN CHAMBER

## 2025 GREATER AUSTIN BUSINESS AWARD CATEGORIES

### BUSINESS EXCELLENCE AWARDS

*The Business Excellence awards recognize companies and organizations that have demonstrated excellence and are positioned for success.*

#### 1. CUSTOMER EXPERIENCE IN PARTNERSHIP W/ VISIT AUSTIN FOUNDATION

*A company or organization dedicated to creating an outstanding customer experience and satisfaction in all aspects of sales and services.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. How have you modified your customer service and associated training to better serve your customers?
- c. How does your company measure and evaluate customer feedback and improve customer experience based on that feedback?
- d. What is unique about the experience that you provide to your customers, and how does that set you apart from your competitors in your industry?

#### 2. EMPLOYEE HEALTH & WELLNESS

*A company or organization that creates an employee-centered wellness culture, providing access and opportunities for all employees.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. Explain the organization's commitment to support employees to practice healthier lifestyles.
- c. What wellness programs or healthy living benefits does your company offer and what have you done in the last 12 months to promote the program?
- d. What does your organization have in place to evaluate the program, and what is the percentage of participation? If applicable, please provide metrics related to improved employee health to illustrate the effectiveness of your wellness program. (i.e., flexible schedules, onsite childcare, fitness trackers or gym memberships, employee support to manage chronic conditions, employee retention).

#### 3. CONSUMER PRODUCT

A Central Texas-based company that has successfully brought a distinctive consumer product to market, carving out a unique niche through innovation, design, and marketing.

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What makes your product(s) unique to this market, and how do you create brand awareness?
- c. How are you pushing innovation forward in your industry?
- d. Explain how your product has grown its reach and offerings?

#### 4. COMPANY CULTURE

*A company or organization that fosters a creative, collaborative and inclusive workplace culture to enhance performance and sustain a competitive advantage with opportunities for growth.*



- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What makes your culture positive and unique, and what does it mean to your organization? (e.g., rewards, recognition, engagement, fun, diversity, equity, inclusion)
- c. What opportunities for growth and advancement does your company offer its employees?
- d. What quantitative metrics can you share to show the effectiveness of your culture on employees? (e.g., employee resource groups, retention stats, internal advancement rate, etc.)

## 5. SMALL BUSINESS EXCELLENCE

A **company** that has been in business for **three years or more with 5-50 employees** and has established a positive reputation and demonstrates excellence in innovation, management, marketing, customer service, and integrity.

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What makes your company and its services successful, and what strategies do you have in place to sustain and grow that success?
- c. How has your company grown year over year in key areas such as revenue, employee retention, or customer success?
- d. What initiatives have you implemented that set your company apart in delivering value to customers or the community?

## 6. BEST PLACE FOR WORKING PARENTS

Presented in partnership with United Way for Greater Austin and Early Matters Greater Austin, The Best Place for Working Parents® Innovator Awards annually honor businesses among our designees that are leading the way in supporting working parents through cutting-edge, creative solutions that are benefiting their caregiving workforce and their bottom line.

*Note: This award is intended for companies that have been designated as a Best Place for Working Parents®. Companies can receive this designation by completing this [free self-assessment](#) (< 3 minutes). If a company has not received this designation, they will not be considered for this award regardless of submitting this nomination form.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. Describe how this business/organization supports their working parent employees through healthcare benefits and paid parental leave. *(Consider including details regarding paid insurance premiums for employees as well as dependents, general paid time off, and paid leave after the birth or adoption of a child, and other associated benefits as well as the duration these offerings have been available to employees).*
- c. Describe how this business/organization supports their working parent employees through childcare assistance and flexible work arrangements. *(Consider childcare stipends, onsite childcare options, back-up care, paid time off during family illnesses, and other associated benefits as well as the duration these offerings have been available to employees).*
- d. In what ways has your organization demonstrated a broader commitment and culture to support working parents? *(Consider including details about how this company/organization has gone above and beyond supporting their working parent employees).*



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### 7. American Heart Association Nation of Lifesavers Award

Presented in partnership with the American Heart Association, the Nation of Lifesavers Award recognizes businesses that are taking bold, measurable action to turn bystanders into lifesavers. This award honors organizations that are building a culture of cardiac emergency preparedness—through CPR training, AED access, emergency response planning, and community engagement. Finalists are leading the way in making Austin the safest place in the country to experience a cardiac emergency.

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. How has your organization demonstrated/trained employees in CPR in the last 12–18 months (this can include hands only CPR and does not mean certification)?

Please include:

- a. Number or percentage of employees trained
- b. Training method (in-person, virtual, hybrid)
- c. Training provider (e.g., AHA, HR team, third-party vendor)
- c. How does your organization foster a culture of cardiac emergency preparedness, both internally and externally?  
Please describe efforts such as:
  - a. Ongoing reinforcement (e.g., drills, onboarding, signage, education)
  - b. Extending CPR training or awareness to customers, clients, or the broader community
- d. Has your organization extended CPR training or cardiac emergency awareness beyond your workforce?  
If yes, describe how you have engaged your customers, clients, or the broader community.

## FUTURE OF BUSINESS AWARDS

*The Future of Business awards recognize companies or organizations that have demonstrated excellence in planning for the future success of a company or new technology for the way we do business.*

### 8. TECHNOLOGY INNOVATION

A company that has developed visionary and innovative technology that has been transformative for their business or the industry as a whole.

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. Describe the technology that has transformed the way you or other companies do business and the benefit it provides.
- c. How has this technology contributed to your company's growth, innovation, or competitive edge?
- d. What measurable results has this technology delivered (e.g., revenue growth, efficiency gains, customer success, or productivity improvements)

### 9. ENTREPRENEURIAL VISION

*Individuals who are nominated should be the **founder, co-founder** and currently engaged with the company in a for-profit business that is at least 2 years old and demonstrate success and a drive for excellence.*

- a. What is the total number of employees for the 5 counties **consisting** of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What is the name and title of the nominee?
- c. Why did you start the company and explain the product or service, vision, market opportunity, and revenue model?



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- d. How have you carried out your vision for the company and what is the key for attracting, retaining, and inspiring talent?
- e. Describe your greatest accomplishments over the past year, including how you measured success. Please also include your company's revenue or profit growth during this time and how you anticipate performance in the year ahead.

### REGIONAL ECONOMIC IMPACT AWARDS

*The regional impact awards recognize companies or organizations that have propelled this region forward – those who have gone above and beyond to address issues that impact our region.*

#### 10. TRANSPORTATION CHAMPION

A company or organization helping to address our region's transportation challenges through innovative strategies for employee commuters, or contributions to improving transportation infrastructure and mobility in Central Texas.

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What transportation benefits does your company currently provide or plan to provide during the next year that help to reduce traffic congestion and provide employees with affordable commute options? Examples include but are not limited to:
  - Telework
  - Employer paid transit passes
  - Vanpool subsidy
  - Parking cash out to trade free parking for cash equivalent
  - Guaranteed ride home program
  - Bike racks and infrastructure (showers, lockers, etc.)
  - Shuttles
  - Designated carpool/vanpool parking
- c. What is your strategy to maximize engagement for these programs?
- d. What metrics of success can you provide that show these programs are making a measurable impact to reducing traffic congestion? (e.g. percentage of employees participating; Number of consistent transit pass participants; average number of single-occupancy vehicles decreasing on a consistent basis)

#### 11. ENVIRONMENTAL CHAMPION

*A company or organization that has exceptional environmental best practices delivering customer value with less resources, energy, water, waste, and pollution, while creating a positive impact for the environment and our community.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What initiatives has your company implemented that promote environmentally friendly/sustainability practices? (i.e., policy, rewards to recognize and support)
- c. How does your company approach environmental sustainability? (e.g., land use, waste reduction, water re-use, energy efficiency, renewal energy, manufacturing processes)



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- d. How do you measure the impact of your program? If available, provide quantitative metrics (energy or water savings, carbon emissions, homes affected, square feet of LEED certified buildings, etc.) that demonstrate the progress you've made.

### LEADERSHIP & ENGAGEMENT AWARDS

*The leadership and engagement awards recognize companies or organizations whose priority is to provide support for others and the community.*

#### 12. UNIQUELY AUSTIN

*A company that exemplifies what it means to live and do business in Austin. This category will first be judged by an expert panel and second by online voting of the community. Voting should not include employees of a nominated company.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. Explain your unique Austin brand loyalty.
- c. In what ways do you feel your company's products/services/experience embrace the local Austin culture?
- d. In your own words, describe what makes your company "Uniquely Austin."

#### 13. NONPROFIT IMPACT

*A 501(c) (3) public charity or private foundation that has been in business for 3 years or more with at least 5 employees, that is tirelessly focused on serving the community and the partnerships they have built with for-profit organizations.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. Describe program goals over the last 12 months, percentage met and impact to our local community.
- c. Describe an innovative partnership program that helped you achieve greater success and demonstrate the impact.
- d. How many people do you serve? What are your client service metrics and outcomes?

#### 14. AUSTIN EXECUTIVE OF THE YEAR

*A local CEO or executive leader who is an exceptional leader for a company or organization.*

- a. What is the total number of employees for the 5 counties consisting of Travis, Williamson, Hays, Caldwell, and Bastrop?
- b. What is the name and title of the nominee and how long have they been in the role?
- c. What is their vision for leading the company, how do they obtain and measure team commitment?
- d. How does this leader embrace diversity and inclusion to accomplish company goals?
- e. List their top accomplishments and recognition in the last 12 months.