

St. Andrews Chamber of Commerce Business Excellence Awards 2026



2025 Organization of the Year Award

The Organization of the Year Award recognizes an established business, not-for-profit or charity that demonstrates outstanding performance, leadership, and contribution to the local economy and community.

Eligibility

- The organization must have been operating for a minimum of three (3) years.
- The organization must be locally owned or locally managed within the Chamber's service area.
- The organization must be a member in good standing of the Chamber of Commerce.
- The organization must comply with all applicable laws, licensing, and regulations.

Evaluation Criteria

Nominees will be evaluated based on the following areas:

1. Business Excellence and Performance

- Demonstrates consistent growth, stability, or operational excellence.
- Shows strong leadership, sound management, and effective business practices.

2. Customer Service and Reputation

- Maintains a strong reputation for quality products or services.
- Demonstrates commitment to customer satisfaction and positive client relationships.

3. Community Leadership and Involvement

- Actively contributes to the community through sponsorships, partnerships, volunteering, or support of local initiatives.
- Demonstrates leadership within the business community and supports other local businesses.

4. Employment and Economic Impact

- Provides stable employment and supports workforce development.
- Contributes meaningfully to the local economy through investment, purchasing, or job creation.

5. Innovation and Adaptability

- Demonstrates the ability to adapt to changing economic conditions or industry trends.
- Embraces innovation, improvement, or sustainability in operations.

6. Chamber Engagement

- Actively supports and participates in Chamber programs, events, or initiatives.
- Acts as a positive ambassador for the Chamber and the local business community.

2025 Business Leader of the Year Award

The Business Leader of the Year Award recognizes an individual who has demonstrated exceptional leadership, integrity, and commitment to business excellence while making a positive and lasting impact on the local economy and community.

Eligibility

- The nominee must be a business owner, executive, or senior manager of a business operating within the Chamber's service area.
- The business must be a member in good standing of the Chamber of Commerce.
- The nominee must have demonstrated leadership in the community for a minimum of three (3) years.
- The nominee must be in good standing within the business and broader community.

Evaluation Criteria

Nominees will be evaluated based on the following:

1. Leadership and Vision

- Demonstrates strong leadership, strategic thinking, and ethical business practices.
- Provides clear vision and direction that positively influences their organization and others.

2. Business Achievement

- Has contributed significantly to the success, growth, or stability of their business.
- Demonstrates sound decision-making, resilience, and effective management.

3. Community Impact and Involvement

- Actively contributes time, expertise, or resources to community initiatives, organizations, or causes.
- Demonstrates a genuine commitment to improving the quality of life in the community.

4. Mentorship and Support of Others

- Supports, mentors, or inspires employees, entrepreneurs, or other business leaders.
- Encourages collaboration, professional development, and leadership growth.

5. Reputation and Integrity

- Maintains a strong reputation for honesty, fairness, and professionalism.
- Serves as a positive role model within the business and community.

6. Chamber Engagement

- Actively supports and participates in Chamber activities, initiatives, or committees.
- Promotes the Chamber's mission and the overall success of the local business community.

New Business Award

The New Business Award recognizes a recently established business that demonstrates strong potential for long-term success while making a positive contribution to the local economy and community.

Eligibility

- The business must have been operating for no more than three (3) years at the time of nomination.
- The business must be locally owned and operated within the Chamber's service area.
- The business must be a member in good standing of the Chamber of Commerce.
- The business must comply with all applicable laws, licensing, and regulations.

Evaluation Criteria

Nominees will be evaluated based on the following:

1. Entrepreneurial Initiative and Vision

- Demonstrates innovation, creativity, or a unique approach within its industry.

- Shows clear vision, planning, and adaptability in the early stages of operation.
- 2. Business Growth and Sustainability**
 - Evidence of financial stability or growth (e.g., increased sales, customer base, or expansion).
 - Demonstrates sound business practices and a commitment to long-term sustainability.
- 3. Customer Service and Reputation**
 - Provides high-quality products or services.
 - Demonstrates positive customer feedback, strong relationships, and a commitment to customer satisfaction.
- 4. Community Engagement**
 - Actively contributes to the local community through participation, partnerships, sponsorships, or support of local initiatives.
 - Shows commitment to supporting other local businesses and the local economy.
- 5. Employment and Economic Impact**
 - Creates employment opportunities or supports local suppliers and service providers.
 - Contributes positively to the economic vitality of the community.

Young Entrepreneur of the Year Award

The Young Entrepreneur of the Year Award recognizes a young business owner who demonstrates entrepreneurial spirit, innovation, and leadership while making a positive contribution to the local economy and community.

Eligibility

- The nominee must be between the ages of 18 and 35 at the time of nomination.
- The nominee must be a founder, co-founder, or principal owner of the business.
- The business must have been operating for a minimum of one (1) year.
- The business must operate within the Chamber's service area and be a member in good standing of the Chamber of Commerce.
- The business must comply with all applicable laws and regulations.

Evaluation Criteria

Nominees will be evaluated based on the following:

1. Entrepreneurial Initiative and Innovation

- Demonstrates creativity, innovation, or a unique approach within their industry.
- Shows initiative, problem-solving ability, and willingness to take calculated risks.

2. Business Performance and Growth

- Demonstrates business viability, stability, or growth.
- Shows strong planning, financial responsibility, and long-term potential.

3. Leadership and Professionalism

- Demonstrates leadership within their business and among peers.
- Maintains high standards of professionalism, integrity, and ethical conduct.

4. Community Engagement

- Actively contributes to the local community through volunteering, partnerships, sponsorships, or support of local initiatives.
- Demonstrates commitment to supporting and strengthening the local business community.

5. Employment and Economic Impact

- Creates employment opportunities or supports local suppliers and services.
- Contributes positively to the local economy.

6. Resilience and Adaptability

- Demonstrates perseverance, adaptability, and the ability to overcome challenges.
- Shows continuous learning and openness to growth and improvement.

2025 Tourism Excellence Award

Eligibility

- The nominee must operate or reside in St. Andrews, New Brunswick.
- The nominee must be actively contributing to the local tourism sector in one or more of the following areas:
 - Accommodations
 - Restaurants and food service
 - Retail
 - Attractions
 - Events or festivals
 - Tourism support services
- The nominee must be in good standing with applicable licenses, regulations, and industry standards.
- The nominee must demonstrate a clear commitment to enhancing the visitor experience in St. Andrews.

- The nominee must be nominated by a Chamber member, community member, customer, or peer (self-nominations may be permitted at Explore St.Andrews discretion).

Evaluation Criteria

Nominees will be evaluated based on the following:

1. Customer Service Excellence

- Demonstrates exceptional hospitality and professionalism.
- Consistently goes above and beyond for guests.
- Receives positive feedback, testimonials, or reviews.
- Handles challenges or complaints in a proactive and guest-focused manner

2. Contribution to Visitor Experience

- Creates memorable and positive experiences.
- Enhances St. Andrews' reputation as a tourism destination.
- Adds value to the overall visitor journey.

3. Community & Industry Impact

- Supports collaboration within the tourism sector.
- Contributes positively to coworkers, partners, and the broader community.
- Demonstrates leadership or mentorship within the industry.

4. Innovation & Initiative

- Introduces creative ideas, programming, services, or experiences.
- Adapts to changing tourism trends or challenges.
- Shows initiative beyond standard expectations.

5. Sustained Excellence or Significant Achievement

- Demonstrates consistent high performance over time
Or
- Achieved a notable accomplishment in the past year that significantly benefited tourism in St. Andrews.

Awards Selection Process

- All nominations will be reviewed by a Chamber-appointed selection committee.
- Scores will be given based on the criteria above and information submitted by the nominees..
- The three (3) nominations with the highest scores for each award category will be selected as finalists.

- All fifteen finalists (5 awards x 3 finalists) will be re-evaluated and an overall winner determined for each award category.
- The five (5) award winners will be announced at the Awards Gala on May 7th.
- The selection committee reserves the right to not present the award if no nominee sufficiently meets the criteria.