**“Excellence in Downtown Revitalization Awards”**

**Award Nominations Are Due: July 20, 2017**

Oregon Main Street, part of Oregon Heritage, Oregon Parks and Recreation Department, invites you to submit nominations for outstanding achievements in comprehensive downtown revitalization efforts. The awards will be presented at a special Awards Banquet and Celebration on October 4th during the Oregon Main Street Revitalization Conference in Oregon City. All attendees will walk away inspired with great ideas to bring back to your own towns. And, some will carry home an Excellence in Downtown Revitalization Award! This might be your community – but only if you get your nominations in by the deadline – **July 20, 2017**.The award nominations are an opportunity for you to honor the people, the projects, and the activities that are outstanding achievements in your community.

**ELIGIBILITY**

* All levels of participants in the “Main Street Track” of the Oregon Main Street Network (Performing Main Street, Transforming Downtown, and Exploring Downtown) may submit nominations.
* To be eligible, all projects, activities, or events submitted for recognition must be **completed between July 1, 2016, and June 30, 2017**.
* Each project or activity may only be nominated in one category.
* Projects or activities receiving awards in previous years are not eligible unless there have been substantial changes or additions made during the nomination timeframe.
* For purposes of this award, “downtown” is defined as the traditional, compact, pedestrian-oriented central commercial district of a community. Historic commercial neighborhood districts are also eligible to apply if part of the Oregon Main Street Network.

**SUBMITTAL INFORMATION - *DO NOT EMAIL ZIP FILES!***

* Award Nominations must be received by **5 p.m., July 20, 2017**. Late and incomplete nominations will not be considered.
* Please email complete applications as ***word documents*** and ***photos in jpeg*** format. PDFs of supporting material may also be included. Email to: [sheri.stuart@oregon.gov](mailto:sheri.stuart@oregon.gov).
* A complete nomination package includes the Award Nomination Form (see page 2) and the 1-2 page Narrative.
* Please specify in **maximum of three words the exact name or title** of the organization, individual, business, project, event, or activity as you wish it to appear on the award on the Award Nomination Form. PLEASE CHECK SPELLING.
* The criterion varies among the categories – we encourage you to familiarize yourself with the criterion for each category prior to completing the Nomination Form.
* A jury of downtown revitalization peers will review nominations to evaluate how the nomination meets the criteria described under each of the nomination categories. The jury reserves the right to eliminate categories if a reasonable number of worthy nominees have not been submitted in a given category. Award judges also reserve the right to move a nomination to a different category.
* Each nomination must be accompanied by 3 to 10 good quality digital photos in **jpeg** format. Digital images submitted with your entries become the property of Oregon Main Street and may be used for future presentations and publications. **Do not submit copyrighted photos** unless they are accompanied by a release from the photographer.

**CHECKLIST OF MATERIALS SUBMITTED:**

Award Nomination Form – Submit one nomination form for each award nomination.

Visuals – at least **three images in jpeg** format must be submitted with each application. In addition, PDF’s or scans of additional information that supports the nomination may also be included (e.g., pdf of event poster or membership brochure, etc.). Applications are incomplete if you do not include images.

Additional Supporting Material as appropriate to the award category. Not every nomination will have supporting material.

**Do not submit zip files!**



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**Award Nomination Form**

**Please Note:** All the 10 questions on the Award Nomination Form must be answered for nominations to be considered complete.

1. Name of Person Submitting Nomination: Click here to enter text.
2. Program/Organization: Click here to enter text.
3. City: Click here to enter text.
4. Telephone Number: Click here to enter text.
5. Email Address: Click here to enter text.
6. Please list the name of the project, building, organization, or individual as it will appear on the award (**maximum 3 words**): Click here to enter text.
7. Name(s) of the person(s) and contact info who will be at the Awards Celebration to accept the award if selected: Click here to enter text.
8. **Awards Category** – Please check one per nomination (See detailed submission instructions for each award category):

Organization Promotion

Outstanding Partnership Best Downtown Retail Event

Outstanding Fundraiser Best Downtown Special Event

Outstanding Volunteer Program/Project Best Image Campaign, Event, or Branding

Outstanding Organization Communication

Tool, Event or Activity

Design Economic Restructuring

Best Design Education Project or Activity Best Economic Vitality Activity

Outstanding Renovation Project Business of the Year

Best Façade Under $7,500 Best New Business

Best Façade Over $7,500 Best Upper Floor Rehabilitation

Best Interior Renovation Best Adaptive Reuse

Best New Building

Best DT Public Improvement Project

Best Placemaking Project

For Performing Main Street and Transforming Downtown Level Communities:

Main Street Manager of the Year

Volunteer of the Year

1. **Project Summary:** In one paragraph, please provide a brief summary of the project or activity, including the project’s purpose: Click here to enter text.
2. **Project Narrative:** In one to two pages, please provide a description of the project or activity, including the project’s purpose. See the award category descriptions in the following pages for additional submittal information for each award category: Click here to enter text.

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**Award Categories & Narrative Nomination Criterion/Information**

**ORGANIZATION**

1. **Outstanding Partnership:** Nominations should demonstrate how two or more organizations have effectively collaborated on a specific downtown preservation project or on-going downtown revitalization effort. Partners can include, but are not limited to, a Main Street program, local government, other non-profit organization, or private enterprise.

**Nomination should include:**

* Description of partnership and impact of the partnership on the downtown revitalization effort
* Resulting relationship created between partners
* Budget (if project oriented)
* Photos and relevant support materials

1. **Outstanding Fundraiser:** This award will be granted to the Main Street organization that has displayed the most creativity and success in securing funds for its downtown program or a specific project.

**Nomination should include:**

* List specific goal of campaign, project, or event
* Total amount raised and net income
* Will this project be repeated?
* Photos and relevant support materials

1. **Outstanding Organization Communication Tool, Event, or Activity**: Recognition of excellence in a targeted campaign that educates the community on a particular aspect of a Main Street program (e.g., Farmers’ Market, community pride, beautification, Main Street advocacy, economic development, historic preservation, etc.) or on the overall downtown revitalization program/effort.

**Nomination should include:**

* List specific goal of campaign, project, or event
* How was it organized and conducted?
* Photos and relevant support materials

1. **Outstanding Volunteer Program/Project:** This award honors the Main Street organization that has developed the most thorough effort to recruit, train, motivate, and recognize volunteers. Please describe this effort in your community. The award can also go to the organization that completed an outstanding volunteer driven project.

**Nomination should include:**

* Describe how program was organized and developed
* Impact on Main Street Program and downtown
* Budget
* Photos and relevant support materials

**PROMOTION**

1. **Best Downtown Retail Event:** This award recognizes an excellent retail event designed to generate foot-traffic. It can either be a discount or non-discount event or activity.

**Nomination should include:**

* Describe the promotion and its goal/target audience
* Results of the event (attendance, sales, etc.)
* Description of business participation and impact on them
* Will the event be repeated?
* Budget
* Photos and relevant support materials

1. **Best Special Event:** This award recognizes excellence in a single, downtown special event, festival, or promotional series.

**Nomination should include:**

* Describe the event and its goal/target audience
* Results of the event (attendance, etc.)
* Impact on the downtown
* Will the event be repeated?
* Breakdown of budget
* Photos and relevant support materials

1. **Best Downtown Image Campaign, Event, or Branding:** This award recognizes excellence in a downtown image campaign, brand development, or image building event.

**Nomination should include:**

* Describe the promotion and its goal/target audience
* Results of the promotion
* Impact on the downtown
* Will the promotion be repeated?
* Breakdown of budget
* Photos and relevant support materials

**DESIGN**

1. **Best Design Education Project or Activity:** The design education award is given to a project or activity that helps interpret the community’s downtown history, increase awareness of historic buildings, or educate business or property owners on maintenance of historic buildings. Examples include historic walking tour/brochure, downtown historic coloring book, building maintenance guide, etc.

**Nomination should include:**

* Describe the project/activity and its goal/target audience
* Results of the project/activity and impact on the downtown
* Breakdown of budget
* Photos and relevant support materials

1. **Outstanding Renovation Project:** An individual or business that has completed an outstanding historic renovation project in the Main Street Program area. Project should include both interior and exterior work.

**Nomination should include:**

* Overall scope of the project and steps in the rehab process
* Special design problems and considerations
* Building use
* Conformance with preservation standards
* Role of the local Main Street Program
* Breakdown of budget
* Impact on downtown (visual, economic, and social)
* Before, during, and after photos

1. **Best Facade Rehabilitation Under $7,500:** The award recognizes the best single exterior facade renovation project under $7,500. The physical design of the facade should enhance the commercial district in appearance or function and encourage further design improvements. This can include storefront renovation, upper floor renovation, or both.

**Nomination should include:**

* Overall scope of the project
* Special design problems and considerations
* Steps in the façade improvement process
* Conformance with design standards
* Role of local Main Street program
* Budget breakdown and final expenses
* Impact on the downtown (visual, economic, and social)
* Before, during, and after photos

1. **Best Facade Rehabilitation Over $7,500:** The award recognizes the best single exterior facade renovation project using more than $7,500. The physical design of the facade should enhance the commercial district in appearance or function and encourage further design improvements. This can include storefront renovation, upper floor renovation, or both.

**Nomination should include:**

* Overall scope of the project
* Special design problems and considerations
* Steps in the façade improvement process
* Conformance with design standards
* Role of local Main Street program
* Budget breakdown and final expenses
* Impact on the downtown (visual, economic, and social)
* Before, during, and after photos

1. **Best Interior Renovation Project:** This award is given to the downtown building or business owner that has completed an outstanding interior renovation to his/her building. The focus of this category will be on ground floor improvements.

**Nomination should include:**

* Overall scope of the project
* Special design problems and considerations
* Conformance with design standards
* Role of local Main Street program
* Budget breakdown
* Explain building use and impact on tenants
* Before, during, and after photos

1. **Best New Building Project:** This award is granted to the individual, business or organization that has constructed the best new building or building addition in a downtown area. The winner will exhibit design quality and an appropriate relationship to surrounding architecture. If building is occupied, special consideration may be given to the use of the new structure and how well the new business or tenant complements the existing business mix in the downtown.

**Nomination should include:**

* Description of project and steps involved
* Public and/or private entities involved
* Role of local Main Street program
* Needs and/or problems addressed by the project
* Sources and amounts of funding
* Impact on the street face, downtown and community
* Quality of design and relationship to surrounding architecture
* Photos and supporting documentation

1. **Best Downtown Public Improvement Project:** This award is given to the municipality or Main Street organization that has designed and implemented attractive and sympathetic improvements to improve the built environment in the downtown. This can include streetscape projects, parking lot enhancements, restoration of gazebos, fountains, and other community landmarks; waterfront development projects; public art; or other beautification efforts. Improvements must be within the Main Street Program area.

**Nomination should include:**

* Overall scope of the project
* Special design problems and considerations
* Steps in the public improvement process
* Role of local Main Street program
* Total Cost
* Impact on the downtown (visual, economic, and social)
* Design quality
* Before, during, and after photos

1. **Best Placemaking Project:** This award will honor those who have implemented attractive and sympathetic improvements for a public area in the downtown.

**Nomination should include:**

* Brief summary of the project
* Scope of work
* Total cost
* Key groups/individuals involved and their respective roles (e.g., design professionals, city leadership)
* How the project fits with the overall Main Street Revitalization efforts
* Describe any post-project evaluation and lessons learned
* Before, during, and after photos

**ECONOMIC VITALITY**

1. **Best Economic Vitality Activity:** This award will be granted to the Main Street organization that has created and implemented the best downtown retention or business recruitment program. Examples of retention strategies are financial incentive programs, educational programs, etc. Recruitment considerations are downtown building inventories, market analysis, recruitment packets, and the actual process of recruiting new businesses. Special consideration will be given to the success stories of the business development program, such as the actual recruitment of a key business to your downtown area or the retention of businesses.

**Nomination should include:**

* Explain scope of and elements of program/project
* How and why was this project identified?
* Financial incentives and assistance offered?
* Role of the local Main Street program
* What was the result? Impact on the downtown? (visual, economic, and social)
* Budget breakdown and final expenses
* Photos and relevant support materials

1. **Business Of The Year:** This award recognizes an outstanding existing downtown business.

**Nomination should include:**

* Full description of business: its history and its operation
* What impact has the business had on the downtown?
* How has it strengthened the business mix?
* Describe the skills, savvy, and success of the business owner and staff
* Describe the physical appearance of the business
* Describe customer service
* Describe civic and promotional participation
* Jobs created?

1. **Best New Business:** This award recognizes an outstanding new downtown business that opened between January 1, 2015 and June 30, 2016.

**Nomination should include:**

* Full description of business: its history and its operation
* What impact has the business had on the downtown?
* How has it strengthened the business mix?
* Describe the skills, savvy, and success of the business owner and staff
* Describe the physical appearance of the business
* Describe customer service
* Describe civic and promotional participation
* Jobs created?

1. **Best Adaptive Reuse:** This award is granted to the best adaptive reuse of a building that has outlived its former use. Examples include conversions to housing and office space, multiple businesses, public meeting space, etc.

**Nomination should include:**

* Scope of the project – include previous and new uses
* Describe design changes made to accommodate the new use; Design quality
* Steps in the adaptive re-use process
* Financial incentives and assistance offered
* Jobs created and/or retained
* Role of the local Main Street program
* Breakdown of budget and final expenses
* Impact on the downtown (visual, economic, and social)
* Before, during, and after photos

1. **Best Upper Floor Rehabilitation:** This award recognizes an excellent rehabilitation/renovation project on the upper floor(s) of an historic commercial building in the downtown area. This can be for residential or commercial use.

**Nomination should include:**

* The scope of the project (number of units created, previous use, etc.)
* Public and private entities involved
* Role of local Main Street program
* Needs and/or issues addressed in rehabilitation
* Steps involved
* Sources and amount of funds
* Breakdown of budget and final expenses
* Impact of the project on the building, downtown and community
* Supporting documents including photos

**The Following Two Categories are for Performing Main Street or Transforming Downtown Communities:**

1. **Main Street Manager of the Year:** This award will be given to a Main Street Manager from a Performing Main Street or Transforming Downtown community for the overall impact he or she has had on the local downtown revitalization program. Describe how the manager has coordinated and facilitated activities of the Board of Directors and committees. How has the manager been a resource to downtown property and business owners? How has the manager fostered collaboration with other organizations? How has the manager been a positive force behind the program’s success?

**Nomination should include:**

* Submit photographs, news articles, statistics, or other information to support the nomination.

1. **Volunteer of the Year:** This award will be given to a Main Street volunteer from a Performing Main Street or Transforming Downtown community for the overall impact on the local downtown revitalization program or a specific committee - ***All nominees will be acknowledged (one per community).***  Describe how the volunteer has been an integral part of the local program and their impact.

**Nomination should include:**

* Submit photographs, news articles, number of volunteer hours, statistics, or other information to support the nomination.