

2020 Excellence in Downtown Revitalization Awards

General Information, Categories, Nomination Criteria

NOMINATION DEADLINE: July 12, 2020



GENERAL INFORMATION

Eligible Applicants

The Excellence in Downtown Revitalization Awards is open to all organizations participating in the "Main Street Track" of the Oregon Main Street Network, including Performing Main Street, Transforming Downtown, and Exploring Downtown levels.

Project Time Frame

If applicable, all projects must have been completed between July 2019 and June 2020.* Projects or activities that received an award in previous years are not eligible unless there have been substantial changes or additions made during the nomination timeframe.

**The one exception is the Best New Business Category. This is open to businesses that have opened between July 1, 2018-June 30, 2020.*

Nomination Instructions

Submit nominations online <https://www.surveymonkey.com/r/omsawards2020>. Please fill out all of the requested information. Competitive nominations will include photos and additional support material.

Review

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 haven't been submitted in a given category. Award judges also reserve the right to move a nomination to a different category.

Winners

Winners will be announced, Friday, October 9, 2020, at a special Awards Celebration in Sunriver in conjunction with the 2020 Oregon Main Street Deep Dive Workshop.

Questions? Contact Sheri.Stuart@oregon.gov or 503.986.0679 or Katie.Henry@oregon.gov or 503.986.0671.

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AWARD CATEGORIES

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 includes:

- ✓ 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

2. **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 includes:

- ✓ List specific goal of campaign, project, or event
- ✓ Total amount raised and net income
- ✓ Photos and relevant support materials

3. **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 includes:

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

4. **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 includes:

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

5. **Volunteer of the Year:** This award will be given to a Main Street volunteer for the overall impact on the local downtown revitalization program or a specific committee - ***All nominees will be acknowledged (one per community).***

Nomination includes:

- ✓ Describe how the volunteer has been an integral part of the local program and their impact.
- ✓ Submit photographs, news articles, number of volunteer hours, statistics, or other information to support the nomination.

6. **Board Member of the Year:** This award will be given to a board member for their leadership and overall impact on downtown revitalization efforts.

Nomination includes:

- ✓ Describe how the board member has been an integral part of the local program and their impact.
- ✓ Submit photographs, news articles, or other information to support the nomination.

The Following Category is for Performing Main Street or Transforming Downtown Communities:

7. **Main Street Manager of the Year:** This award will be given to a Main Street Executive Director or Main Street Manager from a Performing Main Street or a Transforming Downtown level community for the overall impact he or she has had on the local downtown revitalization program.

Nomination includes:

- ✓ 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?

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

PROMOTION

1. **Best Downtown Retail Activity:** This award recognizes a retail event or marketing effort designed to generate foot-traffic.

Nomination includes:

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

2. **Best Special Event:** This award recognizes excellence in a downtown special event or promotional series.

Nomination includes:

- ✓ Describe the event and its goal/target audience
- ✓ Results of the event (attendance, etc.)
- ✓ Impact on the downtown
- ✓ Budget
- ✓ Photos and relevant support materials

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

Nomination includes:

- ✓ Describe the promotion and its goal/target audience
- ✓ Results of the promotion
- ✓ Impact on the downtown
- ✓ 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 includes:

- ✓ Describe the project/activity and its goal/target audience
- ✓ Results of the project/activity and impact on the downtown
- ✓ Budget
- ✓ Photos and relevant support materials

2. **Best Historic Preservation Project:** An individual or business that has completed an outstanding historic preservation project in the Main Street Program area. Project should include both interior and exterior work.

Nomination includes:

- | | |
|--|---|
| ✓ Overall scope of the project | ✓ Role of the local Main Street Program |
| ✓ Special design problems and considerations | ✓ Budget |
| ✓ Building use | ✓ Impact on downtown (visual, economic, and social) |
| ✓ Conformance with preservation standards | ✓ Before, during, and after photos |

3. **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 includes:

- | | |
|--|---|
| ✓ Overall scope of the project | ✓ Budget |
| ✓ Special design problems and considerations | ✓ Impact on the downtown (visual, economic, and social) |
| ✓ Conformance with design standards | ✓ Before, during, and after photos |
| ✓ Role of local Main Street program | |

4. **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 includes:

- | | |
|--|---|
| ✓ Overall scope of the project | ✓ Budget |
| ✓ Special design problems and considerations | ✓ Impact on the downtown (visual, economic, and social) |
| ✓ Conformance with design standards | ✓ Before, during, and after photos |
| ✓ Role of local Main Street program | |

5. **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.

Nomination includes:

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

6. **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 includes:

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|--|--|
| ✓ Description of project and steps involved | ✓ Sources and amounts of funding |
| ✓ Public and/or private entities involved | ✓ Quality of design and relationship to surrounding architecture |
| ✓ Role of local Main Street program | ✓ Photos and supporting documentation |
| ✓ Needs or problems addressed by the project | |

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

Nomination includes:

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|--|--|
| ✓ Brief summary of the project | ✓ Describe any post-project evaluation and lessons learned |
| ✓ Key groups/individuals involved and their respective roles | ✓ Before, during, and after photos |
| ✓ How the project fits with the overall Main Street Revitalization efforts | ✓ Budget |

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.

Nomination includes:

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|--|---|
| ✓ Explain scope of and elements of program/project | ✓ Budget |
| ✓ How and why was this project identified? | ✓ Photos and relevant support materials |
| ✓ Financial incentives and assistance offered? | |
| ✓ Role of the local Main Street program | |
| ✓ What was the result? Impact on the downtown | |

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

Nomination includes:

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|---|--|
| ✓ Full description of business: its history and its operation | ✓ Physical appearance of the business |
| ✓ Impact the business has had on the downtown? | ✓ Describe customer service |
| ✓ Describe the skills, savvy, and success of the business owner and staff | ✓ Describe civic and promotional participation |
| | ✓ Jobs created? |

3. Best New Business: This award recognizes an outstanding new downtown business that opened between July 1, 2018 and June 30, 2020.

Nomination includes:

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|---|--|
| ✓ History of the business | ✓ Physical appearance of the business |
| ✓ Impact the business has had on the downtown | ✓ Describe customer service |
| ✓ Describe the skills, savvy, and success of the business owner and staff | ✓ Describe civic and promotional participation |
| | ✓ Jobs created? |

4. 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 includes:

- | | |
|---|---|
| ✓ Scope of the project (previous & new uses) | ✓ Role of the local Main Street program |
| ✓ Design changes to accommodate the new use | ✓ Budget |
| ✓ Financial incentives and assistance offered | ✓ Impact on the downtown |
| ✓ Jobs created and/or retained | ✓ Before, during, and after photos |

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

Nomination includes:

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|--|--|
| ✓ The scope of the project (number of units created, previous use, etc.) | ✓ Budget |
| ✓ Public and private entities involved | ✓ Impact of the project on the building, downtown, and community |
| ✓ Role of local Main Street program | ✓ Supporting documents including photos |