

2023 Excellence on Main Awards

General Information, Categories, Nomination Criteria

NOMINATION DEADLINE: July 14, 2023 (11:59 p.m.)



GENERAL INFORMATION

Eligible Applicants: The Excellence on Main Awards is open to all organizations participating in the "Main Street Track" of the Oregon Main Street Network, including Accredited Main Street, Designated Main Street, and Affiliated Main Street levels.

Project Time Frame: If applicable, all projects must have been completed between July 2022 and June 2023.

Registration for the Online Application System: To access the application, register at opr.grants.org. If you already have an account, then request through Kuri.Gill@oregon.gov or 503-986-0685 to add Excellence on Main Awards option to your account. Log in using your email address and your password. See online registration instructions for detailed directions to use the online grant system. <https://www.oregon.gov/oprd/OH/Pages/Grants.aspx#one>

Application Submission: Once you have a login, you will be able to submit your application. You can enter information, save, log out, log back in, enter more, etc. as many times as you would like before you submit. Instructions for OPRD: Grants Online visit our website. <https://www.oregon.gov/oprd/OH/Pages/Grants.aspx>

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 October 4, 2023, at a special Awards Celebration at our Oregon Main Street Conference in Independence.

Other:

- Digital images submitted with your entries become the property of Oregon Main Street and may be used for future presentations and publications.
- A video clip of up to 3 minutes in length may be submitted in addition to the required materials when it is necessary to show the full scope (or ambiance) of the project. Videos submitted with your entries become the property of the Oregon Main Street and may be used for future presentations.
- 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 time frame.
- For purposes of this award, "downtown" is defined as the traditional, compact, pedestrian-oriented central commercial district of a community. Neighborhood commercial districts are also eligible to apply.

Questions? Contact Sheri.Stuart@oregon.gov or 503.551.3705.

AWARD CATEGORIES

1. **Outstanding Partnership:** This award is designed to recognize a Main Street program and partner(s) who have demonstrated the highest and best degree of cooperation to benefit downtown revitalization efforts. Please be sure to identify the partners, how the relationship was formed, and how the partners worked together. Also include a description of the project undertaken, including scope, location, planning, fundraising, etc. Include photos of the project and/or partnership in action.
2. **Leadership on Main Award:** Leadership is at the heart of community building. This award recognizes an individual who has shown extraordinary dedication to their local Main Street over a significant period of time. Nominees may be committee volunteers, board members, or other community leaders involved in the Main Street program. Their leadership – in terms of expertise, commitment, and focus on empowering others – should be clearly demonstrated in the nomination. Include photos of your nominee in action.

3. **Standout Volunteer:** We know that Main Streets are only as strong as their volunteer leaders. This non-competitive category is a way for local Main Street programs to recognize their outstanding volunteers. You may nominate one individual per year to be recognized with a certificate at the Excellence on Main awards (their attendance is encouraged, but not required) and in subsequent promotional materials. Include photos of your volunteer in action.
4. **Executive Director (or 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 in their downtown and main street organization. Include photos of your executive director/main street manager in action.
5. **Outstanding Promotional Event:** Nominations should be made for creative and effective image campaigns, special events, or other promotional projects that market to and attract people to the downtown or neighborhood commercial district. Please include information about the target audience, goal of the event and how it's grown (or if this is a first-year event, how was it embraced by the community), what role local businesses played, and significant in-kind donations and sponsorships (and how they were attained). Include photos of the event or activity in addition to pdfs of posters, flyers, or image materials (if appropriate).
6. **Bricks & Mortar Rehabilitation:** This award is designed to recognize building owners or programs that positively impact preservation efforts. This may include façade improvements, restoration projects, adaptive reuse, and more. Important factors to highlight include quality, historic preservation, creativity, and impact within budget or constraints. Please provide a brief history of the building (if appropriate), its significance to the community, and how the project benefits the Main Street district. Were financial incentives, including tax credits, used? How was the Main Street program involved with the project? Include before and after photos of the project, preferably from the same angle.
7. **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. Include before photos of the lot and of the completed project.
8. **Creative Placemaking Project:** Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being. This award will honor those who have implemented attractive and sympathetic improvements for a public area in the historic district. Please include information about the project goal, community impact, images, and other supporting material.
9. **Business of the Year:** This award is designed to recognize the innovation, dedication, and entrepreneurial spirit displayed by our entrepreneurs and small businesses. Nominations should be made for a business located in the downtown or neighborhood commercial district that has increased its volume of business, expanded operations, and demonstrated a strong commitment to downtown revitalization. Please describe the business's history with the local Main Street program, examples of its involvement in downtown revitalization, and how the business exemplifies the best in quality, merchandising, and community spirit. Please include photos of the nominated business.
10. **Economic Vitality:** This award is designed to recognize economic enhancement efforts within the downtown district. Nominations should be made for projects that have resulted in substantially improving the economic vitality of the district including job creation and retention, sales growth, profitability and reinvestments, increased assets and an influx of new dollars from outside the area. Include information that describes the goals of the enhancement plan and how they were realized due to actions by the Main Street Network organization. Describe how the organization facilitated the development and implementation of the plan/goals. Please include before and after data or other clear evidence of the success of the economic enhancement plan. Include photos demonstrating economic vitality to support the nomination.
11. **Outstanding Special Project:** Nominations should be made for those special projects that don't quite fit into the other categories. Fundraising activities, customer service programs, etc. would fall under this category. Also included would be great one-time projects or activities that affect a downtown or neighborhood commercial district revitalization effort. Please share the goals of the project and how they were met or exceeded. Include photos.

- 12. Open Door Award:** Nominations of projects or programs for this award should be representative models of inclusive practices that build community through creation of safe identity or affinity spaces. Projects, programs, or events in this category should increase community inclusivity in one or more of the following ways: reflect pride in the diversity of a community; exhibit and celebrate the strengths and contributions of affinity or identity groups; provide supportive spaces or resources for under-resourced groups; encourage and recruit establishment of businesses or entrepreneurship of underrepresented groups in communities; or any other efforts that open doors to new voices to be amplified.

NOMINATION INFORMATION

Please Note: All nominations are required to be submitted using our on-line system. To help you prepare to submit the nomination, the questions are included below. Make sure to review the award category summaries for additional information to include when answering the questions below.

1. Project Information

- a. Project Name: Use the Category and Project/Name (Partnership – New business welcome project)
- b. Brief Project Description: Please provide a brief summary of the person project, or activity in one or two sentences.
- c. Project start date: If it is a person award or not a specific event date, use July 1, 2022.
- d. Project end date: If it is a person award use or not a specific event date, use June 30, 2023.
- e. Site name: Use the community or district name.
- f. Site City/Town/Area: Use the city name.
- g. Site County: Enter county.
- h. Site Description: N/A
- i. Site Acreage: Enter '1'.
- j. Latitude and Longitude: Follow the instructions using the Lat/Long button to enter the information.

2. Contact Information – This auto-fills from the account information.

3. Supplemental Information

- a. Nomination Name
- b. Nomination Category (Select One)

*Outstanding
Partnership*

*Leadership on
Main*

*Executive Director
(or Main Street
Manager) of the
Year*

*Standout
Volunteer*

*Outstanding
Promotional Event*

*Bricks and Mortar
Rehabilitation*

Best New Building

*Creative
Placemaking*

*Business of the
Year*

Economic Vitality

*Outstanding
Project*

Open Door Award

- c. Describe the person, project, or activity you are nominating. Refer to the category description for additional information to include.
- d. Describe the impact the person, project, or activity has had on improving your downtown or neighborhood commercial district and the businesses located there. If a project or activity, are there secondary or spin off effects? For instance, did the rehab of a particular building spur additional investment downtown or have an effect on a nearby business?

- e. Please tell us why this person, project, or activity should be considered for an Excellence on Main award. What lessons were learned and what can be taken away from your experience?
 - f. Additional Information: Is there anything else you would like us to know about this nomination?
- 4. Attachments:** High resolution photos/images are required for all submissions in jpeg or tiff format. Please limit the number of images to ten (10) and submit them digitally with brief corresponding descriptions and photo credits. Please feel free to include images of pamphlets, promotional materials, or newspaper articles if appropriate. These are used for the selection process and to create the award videos if selected. At least one attachment is required to submit the nomination, but more than one should be submitted.