

Excellence on Main Awards

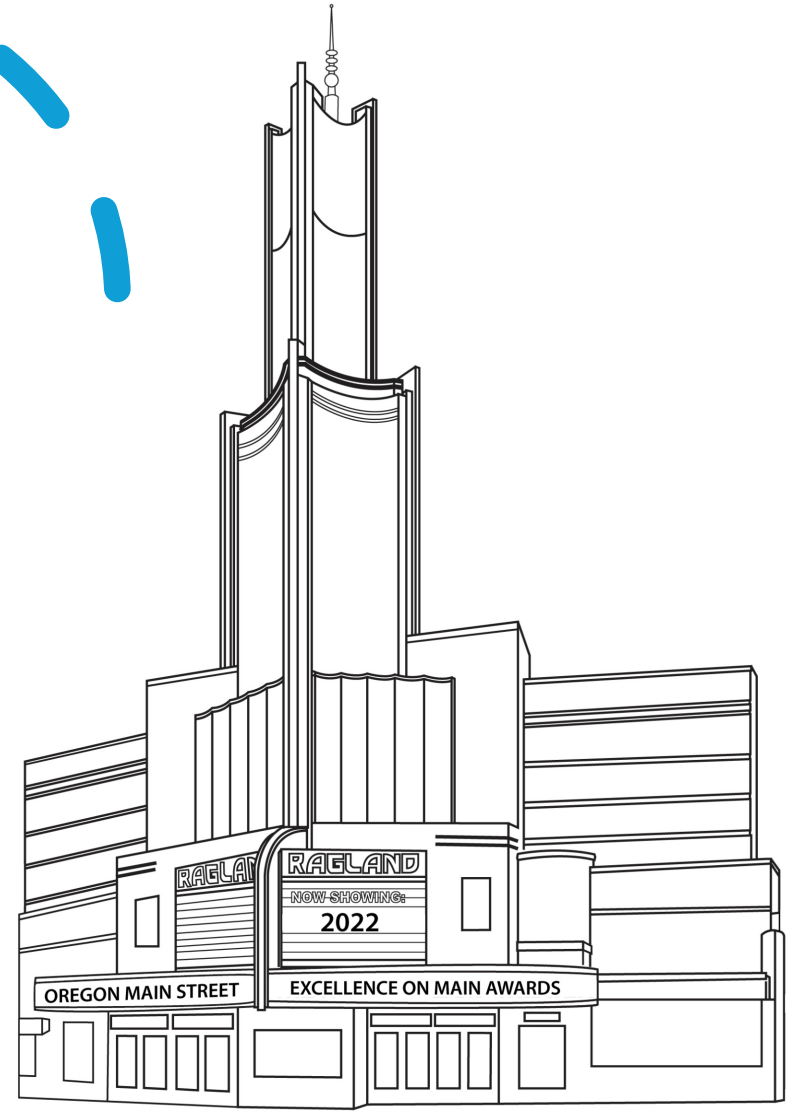
Eligibility, Application,
Criteria, and Tips

[Application Link](#)



Eligibility

- Accredited, Designated, and Affiliated Main Street level communities
- Where applicable, all projects must have been completed between July 2023 and June 2025
- All applications must be accompanied by a minimum of 10 images in jpeg or tif format
- 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.



Categories

- Outstanding Partnership
- Leadership on Main Award
- Standout Volunteer
- Executive Director/Main Street Manager of the Year
- Outstanding Promotional Event
- Bricks & Mortar Rehabilitation
- Best New Building Project
- Creative Placemaking Project
- Business of the Year
- Economic Vitality
- Main Street Resilience & Innovation
- Open Door Award



Questions

- **Describe the person, project, or activity you are nominating.** Refer to the category description for additional information to include.
- 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?
- 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?
- **Additional Information:** Is there anything else you would like us to know about this nomination?



Tips

- Nomination Name (#3a) = Name on Award
- Pay attention to specific criteria for each category and include in your award nomination – keep the award info handy
- Share with committees & encourage them to identify projects they are proud of!
- Look at videos of previous recipients, especially in the category you are considering applying!
- Include quality images – these will be used in the award videos
- Write out nomination in word, use subcategories under main questions to ensure you address the bulleted criteria, have a neutral party review, then cut and paste in the grant online system
 - Request an account if you don't have one sooner than later!

Let the nominee know you submitted the award nominations and ask them to save the date to plan on attending if they are a recipient

