



## 2020 Virginia Main Street Revitalization Merit Awards Award Nominations ♦ Due: April 1, 2020

Virginia Main Street, administered by the Virginia Department of Housing and Community Development, invites you to submit nominations for outstanding achievements in comprehensive downtown revitalization efforts. Awards are presented during a special celebration at the Virginia Main Street Downtown Intersections summer conference, July 28-30, in Bristol, Virginia. Award recipients also receive a scholarship to the National Main Street Center's 2021 Main Street Now Conference.

### ELIGIBILITY

- All levels of participants in the Virginia Main Street Network (Virginia Main Street Designated Communities and DHCD Commercial District Affiliates) may submit applications.
- To be eligible, all projects, activities, or events submitted for recognition must be **completed between January 1, 2019, and December 31, 2019.**
- Each project or activity may only be nominated in one category.
- 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 Virginia Main Street Network.

### SUBMITTAL INFORMATION

- Award nominations must be received by **5 p.m., April 1, 2020**. Late and incomplete nominations will not be considered. Please email complete narratives as **Word documents** and **photos in jpeg** format. PDFs of supporting material may also be included. Email to: [mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov).
- A complete nomination package includes the Award Nomination Cover Form (see page 2) and the 1-2 page Narrative.
- Please specify the exact name or title of the individual, business, event, or activity as you wish it to appear on the awards on the Award Nomination Cover Form. PLEASE CHECK SPELLING.
- The criteria vary among the categories – we encourage you to familiarize yourself with the criteria for each category prior to completing the nomination.
- A jury of downtown revitalization peers will review nominations to evaluate how the projects meet 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 Virginia Main Street and may be used for future presentations and publications. Do not submit copyrighted photos.



## 2020 Virginia Main Street Revitalization Merit Awards Award Nomination Cover Form

**1. Please list the name of the project/building/or individual** - this is the name that will appear on the award (please keep it to 2-3 words):

**2. Awards Category** – Please check one (See detailed submission instructions for each award category):

**Organization**

- Outstanding Fundraising Effort
- Best Innovation

**Promotion**

- Best DT Business Promotion

**Economic Vitality**

- Outstanding Business

**Design**

- Best DT Public Improvement Project
- Best Adaptive Reuse Project

**For Virginia Main Street Designated Communities**

- Volunteer of the Year

**3. Project Summary:** In one paragraph, please provide a brief summary of the project or activity, including the project’s purpose:

**4. Name of Person Submitting Nomination:**

**5. Program/Organization:**

**6. City:**

**7. Telephone Number:**

**8. Email Address:**

**9. If chosen, the name of the person who will be at the Awards Celebration to accept the award:**

**List of Materials Submitted:**

- Award Nomination Cover Form
- 1-2 page Narrative Nomination (see award categories for description of submittal information)
- 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.
- Additional Supporting Material



## **2020 Virginia Main Street Revitalization Merit Awards Award Categories & Narrative Nomination Criterion/Information**

Please submit a **1-2 page Narrative Nomination**, single-spaced, 12-point type, with each Nomination. See the award category descriptions below for additional submittal information.

### **ORGANIZATION**

**Outstanding Fundraising Effort:** 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 the specific goals of the campaign, project, or event
- ✓ How it was organized and conducted
- ✓ Who was involved
- ✓ Total amount raised and net income
- ✓ Whether the project will be repeated
- ✓ Photos and relevant support materials

**Best Innovation:** This award recognizes worthy examples of innovation in a community revitalization. It may involve the new use of technology, green energy, or market research. It may be a new method to address parking issues or community engagement. It may be a new marketing strategy. This is the “outside the box” category – a place where anything that doesn’t fit somewhere else probably will. Nominations will be judged on their level of originality and inventiveness.

**Nomination should include:**

- ✓ Thorough description of the project, goals and outcomes
- ✓ What the inspiration was for the innovation
- ✓ Who was involved
- ✓ Role of the local Main Street program
- ✓ The impact of the project on downtown
- ✓ Breakdown of budget
- ✓ Whether the project will be repeated
- ✓ Photos and relevant support materials

### **PROMOTION**

**Best Downtown Business Promotion:** This award recognizes a successful district-wide retail or restaurant promotion event or marketing campaign designed to attract customers and increase revenue.

**Nomination should include:**

- ✓ Describe the promotion and its goal/target audience
- ✓ Results of the event or campaign (attendance, sales, etc.)
- ✓ Description of business participation and impact on them
- ✓ Whether the event will be repeated
- ✓ Breakdown of budget

- ✓ Degree of creativity
- ✓ Volunteer support
- ✓ Photos and relevant support materials

### **ECONOMIC VITALITY**

**Outstanding Business:** This award recognizes an outstanding existing business or new downtown business that opened between January 1, 2019, and December 31, 2019.

**Nomination should include:**

- ✓ Full description of business: its history and its operation
- ✓ The impact of the business on the downtown
- ✓ How it has 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

### **DESIGN**

**Best Downtown Public Improvement Project:** This award is given to the municipality or Main Street organization that has designed and implemented attractive and dynamic improvements to enhance 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, etc. Improvements must be within the Main Street Program district boundaries.

**Nomination should include:**

- ✓ Overall scope of the project
- ✓ Involvement of the city and/or county
- ✓ Research conducted prior to the start of the project
- ✓ Special design problems and considerations
- ✓ Steps in the public improvement process
- ✓ Role of local Main Street program
- ✓ Budget breakdown and final expenses
- ✓ Impact on the downtown (visual, economic, and social)
- ✓ Design quality
- ✓ Before, during, and after photos

**Best Adaptive Reuse Project:** This award is granted to an entity, individual, or business that has completed an outstanding historic rehabilitation and/or adaptive reuse of a building. The project should involve a building that has been adapted for a new use that serves current demand. Projects must be located in the downtown district. Describe the economic impact of the project for downtown. Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street's role, if any. Projects must meet the *Secretary of the Interior's Standards for Rehabilitation*, and the nomination narrative must include a statement attesting to that fact.

**Nomination should include:**

- ✓ Overall scope of the project

- ✓ Special design problems and considerations
- ✓ Steps in the rehabilitation process
- ✓ Building use
- ✓ Conformance with preservation standards
- ✓ Role of the local Main Street Program, if any
- ✓ Impact on downtown (visual, economic, and social)
- ✓ Before and after photos

**The Following Category is for Virginia Main Street Designated Communities Only:**

**Volunteer of the Year:** This award will be given to a Main Street volunteer from a Virginia Main Street Designated Community for the overall impact on the local downtown revitalization program or a specific committee.

**Nomination should include:**

- ✓ Describe how the volunteer has been an integral part of the local program.
- ✓ Describe the volunteer's impact
- ✓ Submit photographs, news articles, number of volunteer hours, statistics, or other information to support the nomination.
- ✓ Submit only **one** Volunteer of the Year nomination and photograph per community.