



2021 Virginia Main Street Revitalization Merit Awards Award Nominations ♦ **Due: November 15, 2021**

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 will be presented during a special virtual celebration at the final webinar of the Creating Community Vitality webinar series, on December 8 at 10:30 a.m. Award recipients also receive a scholarship to the National Main Street Center's 2022 Main Street Now Conference.

ELIGIBILITY

- All levels of participants in the Virginia Main Street Network (Advancing Virginia Main Street, Mobilizing Virginia Main Street, and Exploring Virginia Main Street) may submit applications.
- To be eligible, all projects, activities, or events submitted for recognition must be **completed between January 1, 2020, and June 30, 2021.**
- 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., November 15, 2021**. 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.
- 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.



2021 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

Best Bounceback Strategy

Promotion

Best Business Promotion

Best Special Event Innovation

Economic Vitality

Outstanding Business Support Effort

Design

Best Outdoor Placemaking 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



2021 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

Best Bounce Back Strategy: This award recognizes worthy examples of board members and volunteers bouncing back to support local Main Street staff after the pandemic started to recede. It may involve the new use of technology, market research, and/or interpersonal (re)connection. Nominations should emphasize originality and commitment to community.

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 promotion event or marketing campaign designed to attract customers and increase revenue for local businesses.

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

Best Special Event Innovation: This award recognizes a successful special event pivot for a district-wide special event designed to build a positive community identity and spirit while maintaining pandemic-era safety measures.

Nomination should include:

- ✓ Describe the special event and its goal/target audience
- ✓ Results of the event (views/attendance, sales, etc.)
- ✓ Description of community participation
- ✓ Whether the innovation will be repeated
- ✓ Degree of creativity
- ✓ Photos and relevant support materials

ECONOMIC VITALITY

Outstanding Business Support Program: This award recognizes an outstanding business support program or project between January 1, 2020, and June 30, 2021.

Nomination should include:

- ✓ Full description of program: how it works and its operation
- ✓ The impact of the program on downtown businesses
- ✓ How it has strengthened business operations
- ✓ Describe civic and promotional participation
- ✓ Jobs created
- ✓ Businesses served

DESIGN

Best Outdoor Placemaking Project: This award is given to the municipality or Main Street organization that has designed and implemented attractive and dynamic improvements to enhance outdoor spaces that build community and/or support businesses during the COVID-19 pandemic. This can include permanent or temporary installations including but not limited to: takeaway plazas, parking space takeovers, popup placemaking fixtures or furnishes, sidewalks enhancements, 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 vibrancy (visual, economic, and social)
- ✓ Impact on local businesses and/or their customers
- ✓ Design quality
- ✓ Before, during, and after photos
- ✓ Long term plans inspired by the installation (if any)

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 **as many** Volunteer of the Year nominations **as possible** and a photograph for each one.