



Design
Best Placemaking Project
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award will honor those who have implemented attractive and sympathetic improvements for a public area in the Main Street district. Improvements must be within the Main Street area. 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 that are a multi-use destination and that engage the community. Improvements must be within the Main Street area. Projects can be any scale small-to-large and may be public or privately funded.

All questions must be answered. Write the discussion point prior to each answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Provide a brief summary of the project, including scope of work, implementation and purpose.**
- B. What was the total cost of the project?**
- C. Briefly explain the key groups / individuals involved in the project and their respective roles (e.g. design professionals, city leadership, other organizations, etc.).**
- D. Describe how this project fits in with the overall Main Street revitalization efforts.**
- E. What was the immediate effect of the project and what are the long-term goals?**

Total Score: _____
Maximum = 50

Previous Winners: (when “Public Improvement”)
2021 Enid – Under Her Wings was the Universe
2020 Enid – Giant Scrabble
2019 Okmulgee – Outdoor Fitness Court
2018 Ponca City – Outside the Box

Judge's Comments:



Design
Best Building / Business Branding
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award recognizes the best business branding expressed through the exterior of the building. A brand is a name, term, design, symbol, or other feature that distinguishes one business or service from those of others. Brand is synonymous with “identity.” Eligible projects include signage of all kinds, including new and refurbished historic signs or ghost signs. In addition to signage, well branded buildings may integrate color and patterns through interesting materials, paint, lighting, awnings, and other creative devices to relay the identity of the business or property.

All questions must be answered. Write the discussion point prior to each answer or label them by letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Briefly explain the business’ brand. Additional images of the logo and/or other marketing materials may be inserted with photos.**
- B. What type and design of the improvements (signage and/or other materials) are used to convey the business’ brand?**
- C. Briefly describe how the improvements contribute to the appearance of Main Street.**
- D. How was the local Main Street program involved?**
- E. Briefly note any local sign/design guidelines (if applicable) that were met.**

Judge’s Comments:

Total Score: _____
Maximum = 50

Previous Winners:
2021 Enid – Settlers Brewing Company
2020 Enid – Enid Brewing Company
2019 Durant – Bliss Boutique
2018 El Reno – Wandering Daisy Boutique



Design
Best Visual Merchandising
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award recognizes quality visual merchandising in the Main Street area. Nominations should consider a business’ overall strategy for merchandising, from the front door to the cash register. The display of goods/services should highlight their features/benefits, while creatively marketing them to the customer. The nomination can focus on one aspect or overall merchandising strategy.

All questions must be answered. Write the discussion point prior to each answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Provide a brief summary of the project and note whether this is a one-time or series of displays.**
- B. What types of visual merchandizing does the project utilize (e.g. window display, interior layout, interior displays, etc.)?**
- C. Describe anything creative or unique about the visual merchandizing design.**
- D. How does the visual merchandizing add to the overall appearance or function of the business and/or the Main Street area?**
- E. Did the project increase sales or customer traffic? If so, please explain.**

Total Score: _____
Maximum = 50

Previous Winners: (under “Window Display” award)

2021 Collinsville – Farm Hippie Farmers Market

2020 Sapulpa – GiGi Gourmet Popcorn

2019 Ada – Rustic Ridge

2018 Durant – Bella Ragazza Boutique

Judge’s Comments:



Design
Best Interior Design Project Under \$25,000
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award will recognize a quality interior design project with a total cost less than \$25,000. The physical design of the project should be sensitive to the building, should enhance the commercial district in appearance or function, should encourage or be a good model for furthering interior design improvements, and should incorporate special historic architectural details in the overall design.

All questions must be answered. Write the discussion point prior to each answer or use coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Provide a brief summary of the project.**
- B. What was the total cost of the project?**
- C. Please note any special historic architectural details that are part of the space and how they were incorporated into the overall design.**
- D. Describe any creative design approaches or themes implemented for this project.**
- E. Were there any special design considerations for meeting *Americans with Disabilities Act (ADA)* requirements?**

Total Score: _____
Maximum = 50

Previous Winners:
2021 Kendall Whittier – American Solera
2020 Kendall Whittier – The Bobby Pin
2019 Ardmore – Blake Bush Family Eye Care Clinic
2018 Okmulgee – The McBrayer Building

Judge's Comments:



Design
Best Interior Design Project Over \$25,000
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award will recognize a quality interior design project with a minimum cost of \$25,000. The physical design of the project should be sensitive to the building, should enhance the commercial district in appearance or function, should encourage or be a good model for furthering interior design improvements, and should incorporate special historic architectural details in the overall design.

All questions must be answered. Write the discussion point prior to each answer or use coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Provide a brief summary of the project.**
- B. What was the total cost of the project?**
- C. Please note any special historic architectural details that are part of the space and how they were incorporated into the overall design.**
- D. Describe any creative design approaches or themes implemented for this project.**
- E. Were there any special design considerations for meeting *Americans with Disabilities Act (ADA)* requirements?**

Total Score: _____
Maximum = 50

Previous Winners:
2021 Kendall Whittier – American Solera
2020 Kendall Whittier – The Bobby Pin
2019 Ardmore – Blake Bush Family Eye Care Clinic
2018 Okmulgee – The McBrayer Building

Judge’s Comments:



Design
Best Façade Rehabilitation Under \$25,000
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award recognizes a quality façade rehabilitation project costing \$25,000 or less. The project should enhance the commercial district in appearance and/or function, encourage further design improvements and historic preservation. Attachments must include historic photos and the façade rehabilitation.

All questions must be answered. Write the discussion point prior to each answer or label with coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Provide a brief summary of the project.**
- B. What was the total cost of the project?
(Owner investment – Incentives = Total Cost)**
- C. Describe what incentives were used (local, state, federal, volunteer hours, etc.)**
- D. Describe how this project fits in with the overall Main Street revitalization efforts.**
- E. Describe in detail, to what extent the *Secretary of the Interiors Standards for Rehabilitation* were followed and/or what historic features were preserved and incorporated in the design.**

Total Score: _____
Maximum = 50

Previous Winners:
2021 El Reno – El Reno Main Street Façade
2020 Altus – Southwest Crop Insurance
2019 Altus – Lady Austin’s
2018 McAlester – Common Roots

Judge’s Comments:



Design
Best Façade Rehabilitation Over \$25,000
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award recognizes a quality façade rehabilitation project costing \$25,000 or more. The project should enhance the commercial district in appearance and/or function, encourage further design improvements and historic preservation. Attachments must include historic photos and the façade rehabilitation.

All questions must be answered. Write the discussion point prior to each answer or label them with coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Provide a brief summary of the project.**
- B. What was the total cost of the project?
(Owner investment – Incentives = Total Cost)**
- C. Describe what incentives were used (local, state, federal, volunteer hours, etc.)**
- D. Describe how this project fits in with the overall Main Street revitalization efforts.**
- E. Describe in detail, to what extent the *Secretary of the Interiors Standards for Rehabilitation* were followed and/or what historic features were preserved and incorporated in the design.**

Total Score: _____
Maximum = 50

Previous Winners:

- 2021 Okmulgee – Ford Lofts
- 2020 Kendall Whittier – American Solera
- 2019 Kendall Whittier – The Taproom at Marshall Brewing
- 2018 Okmulgee – The McBrayer Building

Judge’s Comments:



Economic Vitality
Best Adaptive Reuse Project Under \$25,000
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

The nominated project must be under \$25,000 and should address the economic impact of how a historic building has been returned to productive use (including adapting it to a new use) while holding architectural integrity. To be nominated, the building must be at least 50 years old, located in the Main Street area and have a project completion date between January 2020 and December 2022.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the building’s historic significance to the community.**
- B. Discuss how the building and uses of the building have changed over time.**
- C. Describe how the local Main Street Program was involved in the adaptive reuse project?**
- D. Explain how the adaptive reuse of the building has impacted the historic commercial district.**
- E. How was the project promoted and what has been the community’s reaction to the reuse project?**

Judge’s Comments:

Total Score: _____
Maximum Score = 50

Previous Winners:
2021 Kendall Whittier – Four.Seven.Three.
2020 Altus – Whirlwind Book Bar
2019 Tulsa Route 66 – Red Fork Distillery
2018 Okmulgee – The McBrayer Building



Economic Vitality
Best Adaptive Reuse Project Over \$25,000
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

The nominated project must be over \$25,000 and should address the economic impact of how a historic building has been returned to productive use (including adapting it to a new use) while holding architectural integrity. To be nominated, the building must be at least 50 years old, located in the Main Street area and have a project completion date between January 2020 and December 2022.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the building’s historic significance to the community.**
- B. Discuss how the building and uses of the building have changed over time.**
- C. Describe how the local Main Street Program was involved in the adaptive reuse project?**
- D. Explain how the adaptive reuse of the building has impacted the historic commercial district.**
- E. How was the project promoted and what has been the community’s reaction to the reuse project?**

Judge’s Comments:

Total Score: _____

Maximum Score = 50

Previous Winners:

- 2021 Kendall Whittier – Four.Seven.Three.
- 2020 Altus – Whirlwind Book Bar
- 2019 Tulsa Route 66 – Red Fork Distillery
- 2018 Okmulgee – The McBrayer Building



Economic Vitality
Outstanding Business Expansion
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award is granted to a business in a downtown district that has successfully expanded its operations and contributed to excellence in downtown revitalization.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the history of your business; when started, how long in business.**
- B. What opportunities/conditions provided the impetus to expand your business?**
- C. Explain how you successfully expanded your business plan and any use of business tools, resources and other services utilized.**
- D. What practices are in place to retain your current customers and obtain new ones?**
- E. How do the company’s business practices affect neighboring businesses?**

Total Score: _____
Maximum Score = 50

Previous Winners:

Judge’s Comments:



Economic Vitality
Outstanding Entrepreneurial Endeavor
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award recognizes an innovative business, business leader or group that has started a new business and/or promoted entrepreneurship and an entrepreneurial spirit in the historic commercial district.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. What was the key driving force to become an entrepreneur?**
- B. What problem does your business solve and who is your most ideal client?**
- C. How did you come up with the name for your company and how is it demonstrated in your brand logo and marketing efforts?**
- D. How did you prepare your business plan in order to have adequate access to capital?**
- E. What kind of culture exists in your organization How did you establish that culture? How do you maintain it?**

Total Score: _____
Maximum Score = 50

Previous Winners:

Judge's Comments:



**Economic Vitality
Best New Business
2023 Oklahoma Main Street Awards Nomination Form**

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

The nomination should address the commercial impact made by a new business to your Main Street district and that contributes to excellence in historic commercial district revitalization. To be nominated, a “new” business must be at least one year old but no older than three years at the end of December 2022.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe how the new business has improved the property value of the Main Street district.**
- B. How has the new business benefited other companies in your historic area?**
- C. How has the new company embraced the Main Street process of economic development?**
- D. Tell us how the new business will make a stronger commercial area.**
- E. How does the company increase its access to customers?**

Total Score: _____
Maximum Score = 50

Previous Winners:
2021 Enid – Enid Brewing Company
2020 Yukon – Urban Boondocks Market
2019 Kendall Whittier – Heirloom Rustic Ales
Ponca City – Vortex Alley Brewing
2018 Kendall Whittier – Fair Fellow Coffee

Judge’s Comments:



**Economic Vitality
Business of the Year**
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

The nomination should address why this company represents the best commercial experience in your historic area. To be nominated, the business must be at least three years old by the end of December 2022.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe how this business is involved in the local Main Street program.**
- B. How has the business owner demonstrated support for Main Street’s 4 point approach?**
- C. How has this business made an impact on historic preservation efforts?**
- D. What distinguishes this business from the other companies in your historic area?**
- E. Describe the nominee’s business performance in terms of serving the community.**

Judge’s Comments:

Total Score: _____
Maximum Score = 50

Previous Winners:
2021 Durant – Roma Italian /Tulsa Rt 66 – Red Ford Distillery
2020 Ada – McSwain Theater / Altus – The Enchanted Door
2019 Kendall Whittier – Marshall Brewing Company
2018 Newkirk – Albright Abstract & Title Guaranty Inc.



Organization
Premier Partner

2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award recognizes outstanding contributions by an individual, business or organization partnering with the local Main Street organization toward the work of the local program.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe how the Partner and Main Street worked together on a particular project or an on-going basis.**
- B. Describe the Partner's impact on local revitalization efforts.**
- C. Explain how the partnership demonstrates long-term benefits to the community.**
- D. Describe Main Street's efforts to highlight/reward/recognize the Partner's efforts.**
- E. Will the partnership continue, will it be improved, and how will it be improved?**

Total Score: _____
Maximum = 50

Previous Winners:

- 2021 Kendall Whittier – George Kaiser Family Foundation
- 2020 Kendall Whittier – Ziegler Art & Frame
- 2019 Enid – Enid Regional Development Alliance
- 2018 Sapulpa – SeneGence International

Judge's Comments:



Organization
Best Main Street Community Education Campaign
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award recognizes excellence in the overall marketing efforts of a Main Street organization through its marketing plan, branding system and integrated communications, including traditional and digital marketing to help share the story of the local program.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. List the objectives and organization of this activity.**
- B. Describe the activities: education, communication, public awareness, etc.**
- C. What made this activity a success?**
- D. Describe any special features of the activity.**
- E. Will the activity continue, will it be improved, and if so, how will it be improved?**

Total Score: _____
Maximum = 50

Previous Winners:

2021 Guymon – Virtual Fiesta
2020 Ponca City – Main Street Mixer
2019 Okmulgee – Talk Local @ The Lokal
2018 Newkirk – Good Luck Card Game

Judge’s Comments:



Organization
Outstanding Community Engagement Effort
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award recognizes an effort by a local Main Street program that brings a diverse cross-sector of the community together for a common purpose.

All questions must be answered. Write the title of the question prior to the answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. List the objectives of this program including budget.**
- B. Who was the intended target audience?**
- C. How did you measure the success of your efforts?**
- D. Describe how you will maintain and improve this program for the future.**
- E. What cross-section of the community are involved?**
Example: youth, senior citizens, business owners, etc.

Total Score: _____
Maximum = 50

Previous Winners:

Judge's Comments:



Organization
Best Creative Fundraising Effort
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award will be granted to the Main Street organization that has displayed the most creativity and success in securing funds for its local program or a specific project. List your target and how much money was actually raised.

All questions must be answered. Write the title of the question prior to the answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the effort/event and how much money was raised.**
- B. Describe how the additional funds will be used.**
- C. What were the predetermined goals for success?**
- D. Describe how volunteers participated in the actual process/event/campaign.**
- E. Will the activity be continued, will it be improved, And, if so, how will it be improved?**

Total Score: _____
Maximum = 50

Judge's Comments:

Previous Winners:

- 2021 Kendall Whittier – Kendall Whittier Rent Relief Program
- 2020 Ponca City - BrewFest
- 2019 Enid – History Makers Campaign
- 2018 Ponca City – Battle of the Burger



Organization
Outstanding Public Official
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award recognizes outstanding contributions by an elected official or public employee toward the revitalization of a downtown or neighborhood commercial district.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe how the official or employee and Main Street worked together on a particular project or an on-going basis.**
- B. Describe the individual's impact on local revitalization efforts.**
- C. Explain how the partnership demonstrates long-term benefits to the community.**
- D. Describe Main Street's efforts to highlight/reward/recognize the Partner's efforts.**
- E. Will the partnership with the individual continue, will it be improved, and how will it be improved?**

Total Score: _____
Maximum = 50

Previous Winners:

Judge's Comments:



Organization
Main Street Hero
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award recognizes outstanding contributions by an individual toward the revitalization of a downtown or neighborhood commercial district.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. How were creative approaches to revitalization challenges demonstrated?**
- B. How was strong leadership at the local, state or national level demonstrated?**
- C. Do this individual's actions leave a significant, lasting impact?**
- D. How did the individual work with the local Main Street Program to achieve success?**
- E. Will the relationship be continued and if so, how?**

Total Score: _____
Maximum = 50

Previous Winners:
2021 Newkirk – Hannah Cross
2020 Durant – Curt Walker
2019 Ponca City – Terron Liles
2018 Okmulgee – Dr. Bill Path

Judge's Comments:



Promotion
Best Main Street Retail Event
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award will recognize the Main Street organization that has developed the best effective retail event in conjunction with Main Street merchants. This activity must be a Main Street event and could be a sales-related event, special retail advertising campaign, or non sales related-event.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe this retail event and any unique activities that were offered.**
- B. Describe how you met your objective(s), such as with the number or type of businesses, participants or the niche marketing group that participated.**
- C. Provide an account of income and expenses including comps and sponsorships.**
- D. Describe how the event was promoted and if merchants were involved in promotions activities. Describe the roles of the merchants before, during, and after the event.**
- E. Describe how you measured the event in order to track retail sales.**

Total Score: _____
Maximum = 50

Previous Winners:

- 2021 Enid – Comic Con Crazy Days
- 2020 – Enid – Main Street Clue / Enid – Main Street Mini Golf
- 2019 Duncan – Holiday Stroll
- 2018 Ponca City – Ladies Night on Grand

Judge's Comments:



Promotion
Creative New Event
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the “Project Name” lines for certificate, trophy, etc.)

This award is for a first time event, a never before activity that was well received by the community and could move to permanent status. To be nominated, this event must have taken place between January 2020 and December 2022.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the first time event and its unique aspects.**
- B. Describe the purpose of the event and any factor contributing to its inception.**
- C. Describe your volunteer base-how many people, the cross section of community, first time volunteers, etc.**
- D. Provide an account of income and expenses covering sponsorships and in-kind donations.**
- E. Describe your post event evaluation process and event summary. What changes would you make as a result of the evaluation and summary.**

Judge's Comments:

Total Score: _____
Maximum = 50

Previous Winners:
2021 Tahlequah – Veteran Banner Program
2020 Ponca City – Main Street Mixer
2019 Kendall Whittier – Kendall Whittier Ale Trail
2018 Ardmore – Farm to Table Dinner



Promotion
Outstanding Image Promotion
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award will recognize the Main Street organization that has developed the best effective public relations piece, promotional campaign, or social media promotion about its local historic commercial district. Projects may include printed publications, graphic images, products, signage (directional/billboards), websites, e-newsletters, social media tactics. It may also include image ad campaigns or image events such as a display.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe what image the Main Street Organization HAD and why marketing was needed.**
- B. Describe what makes the(se) marketing tool(s) special to your community and how each was used/ distributed.**
- C. Provide an account of income and expenses including compensation, sponsorships, or partnerships.**
- D. Describe how this image booster fits in with the overall promotion strategy.**
- E. Describe the continuity of the theme through graphics, color, font, image, and style.**

Judge's Comments:

Total Score: _____
Maximum = 50

Previous Winners:
2021 Kendall Whittier – visitKendallWhittier.com
2020 Enid – Monthly Awareness Banners
2019 Enid – Pedestrian Kiosks
2018 Durant – Durant Main Street Rebrand



Promotion
Premier Special Event Under 1,000 Attendees
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award will recognize the Main Street organization that has created a high-quality event unique to your community or district, generating traffic for businesses in the historic area. This activity must be a Main Street event, with UNDER 1,000 attendees, including festivals or other kinds of special events not related to image or retail-oriented events.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the event and list the activities offered during the event. When was the event and how many people attended? Compare to prior year, if applicable.**

- B. Describe the purpose of the event and identify the targeted audience. Did you fulfill your purpose and attract the people you wanted to attract?**

- C. Describe the publicity this event received through the media and also how you marketed this event outside of the media. Include any unusual or special publicity received. Describe how this event fits in with the overall promotion strategy.**

- D. Provide an account of income and expenses including comps and sponsorships.**

- E. Describe your post event evaluation process and event summary. How is this information used to improve your event?**

Judge's Comments:

Total Score: _____
Maximum = 50

- Previous Winners: (before the division of attendance)**
2021 Hobart – Hometown Harvest Day
2020 Ponca City - BrewFest
2019 Wilburton – Relics and Rods Car Show
2018 Collinsville – Taste of Collinsville



Promotion
Premier Special Event Over 1,000 Attendees
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Project Name _____
(Winner will be referenced by the "Project Name" lines for certificate, trophy, etc.)

This award will recognize the Main Street organization that has created a high-quality event that is unique to your community or district, generating traffic for businesses in the historic area. This activity must be a Main Street event, with OVER 1,000 attendees, including festivals or other kinds of special events not related to image or retail-oriented events.

All questions must be answered. Write the title of the question prior to answer or use the coordinating letter as in A, B, C, etc.

DISCUSSION POINTS

- A. Describe the event and list the activities offered during the event. When was the event and how many people attended? Compare to prior year, if applicable.**
- B. Describe the purpose of the event and identify the targeted audience. Did you fulfill your purpose and attract the people you wanted to attract?**
- C. Describe the publicity this event received through the media and also how you marketed this event outside of the media. Include any unusual or special publicity received. Describe how this event fits in with the overall promotion strategy.**
- D. Provide an account of income and expenses including comps and sponsorships.**
- E. Describe your post event evaluation process and event summary. How is this information used to improve your event.**

Total Score: _____
Maximum = 50

Previous Winners: (before the division of attendance)
2021 Enid – Holidays on Ice
2020 Ada – Ada Fest
2019 El Reno – The Burger Day Festival
2018 Claremore – Food Truck Thursday

Judge's Comments:



Board Member of the Year
2023 Oklahoma Main Street Awards Nomination Form

Main Street Program _____

Nominee's Name _____
(Winner will be referenced by the "Nominee's Name" line, e.g. certificate, trophy, etc.)

Address, City, State, Zip _____

Telephone Area Code & Number _____

Board Officer Signature _____

Board Non-Officer Signature _____

Please answer all questions and include at least one (1) photo (at least 300 DPI quality) of Board Member of Year nominee required.

Board Member of the Year

To recognize the enormous commitment of Main Street volunteers, one board member from each official Main Street program will be honored. Local programs should choose this individual and submit a description on the Board Member of the Year nomination form. The individual must have been active in a Main Street organization over the past year and made exceptional commitments of time and energy to commercial revitalization during the past calendar year.

1. Describe how the nominee has demonstrated leadership or exemplary service in the Main Street organization.
2. Give examples of how the nominee has promoted Main Street ideals locally, statewide or nationally.
3. Describe the nominee's role in the Main Street program and their relationship to the historic area: merchant, interested citizen, city employee, etc.
4. Share other relevant information that will help describe the nominee.