

2020 INSTRUCTIONS

OKLAHOMA MAIN STREET AWARDS

Nominations Due: 5:00 p.m., Friday, January 31, 2020 in Office!

The Oklahoma Main Street Center will honor Main Street programs, organizations, and individuals for outstanding achievements. There are 20 competitive and two non-competitive categories. Please nominate your program's accomplishments in the categories that apply. Anyone in a Main Street program area may submit nominations.

Each nomination shall include a nomination form, a one-page reply sheet, photos with captions, and supporting materials, if applicable. Please photocopy these instructions and the nomination forms for others in your program area who would like to make nominations. The forms must remain in the format you receive them.

Questions?

Contact any staff member at the Oklahoma Main Street Center at the Oklahoma Department of Commerce at 800-879-6552.

Eligibility

- ◆ All projects must have been completed between January 2018 and December 2019 unless otherwise noted in the Awards Categories descriptions. Projects must have been implemented after the historic commercial district was accepted into the Oklahoma Main Street Program.
- ◆ If nominated project has won in a category the last three years, it is ineligible in that category.
- ◆ A maximum of two projects may be nominated in each category per MS program.

Criteria

- ◆ Nominations must follow the "Guidelines to Nominating Projects", herein.
- ◆ Nominations must have **Board President's signature** to be complete.
- ◆ Incomplete nominations will not be considered. Nominations missing supporting materials, *including photos*, will be considered incomplete.
- ◆ Reply sheets are limited to one page, front only.
- ◆ The deadline for all nominations is 5:00 p.m. on January 31, 2020

All nominations must arrive (pre-assembled and ready for submission) at the Oklahoma Department of Commerce. Late or unassembled nominations will not be considered.

Mailing and

Delivery address: Oklahoma Department of Commerce
Oklahoma Main Street Center
900 North Stiles
Oklahoma City, Oklahoma 73104-3234
800-879-6552

Guidelines for Nominating Projects

- ◆ Five (5) sets are required for each nomination, **except Board Member of the Year and Crowning Achievement**, which are described below.
- ◆ **Each** set will include:
 - Nomination Form
 - Reply Sheet
 - Supporting Material, if applicable
 - Photos, up to 8, numbered and labeled properly
 - Captions must accompany photos and can be either under each photo or on separate caption page
- ◆ Each set must be collated and stapled. Each stapled set will be distributed to the appropriate judge.
- ◆ **NO NOTEBOOKS OR FOLDERS**
- ◆ Board Member of the Year requires one copy of the nomination form and reply sheet, one portrait style photo of the nominee (labeled with name, town and BMOY), and a photo caption.
- ◆ Crowning Achievement requires one copy of the nomination form and reply sheet, two photos of the nominee (labeled with name, town and description), and a photo caption.
- ◆ Nominations may be hand-delivered or mailed. If mailed, nominations must arrive *by due date*.
- ◆ Nominations must be assembled before delivery, **not** on-site at the Oklahoma Department of Commerce.

Nomination Forms:

- ◆ Nomination forms available for download at OKcommerce.gov/community/main-street/main-street-awards/ on November 12th.
- ◆ Nomination forms must be typed and **complete**.
- ◆ Nomination forms will be e-mailed on request.
- ◆ **Board President's signature** is required on the nomination form.

Reply Sheets:

- ◆ All questions are to be answered on the reply sheet in essay format. The reply sheet must have category name, program name, and project name, if applicable, in upper left-hand corner.
- ◆ Minimum type size is 10-point type and minimum page margin is ½ inch on all sides.
- ◆ Reply sheets not following above specifications may be disqualified.
- ◆ Reply sheets are limited to one 8½ x 11 page, front only.

Supporting Materials:

- ◆ Appropriate supporting materials should be attached behind each reply sheet. Five complete sets of all materials must be provided.
- ◆ CD or DVD length should not exceed 20 minutes. Five copies must be provided.

Photos and Photo Caption Pages:

Photos play an important role in the awards process. They are the only visual images upon which the judges base their evaluations. An excellent facade rehabilitation poorly captured in photos may not receive the score it deserves.

- ◆ Clearly label each 3-1/2" x 5" or 4" x 6" print photo with the following information:
 - Name of project/building/person, etc.
 - Name of historic commercial district or Main Street program
 - Category of nomination (see suggested abbreviations below) and 2020 (for 2020 Annual Main Street Awards)
 - Numbered in the order to be seen by the judges. (Begin each category with #1.)
 - "BEFORE", "DURING", and "AFTER" as appropriate.
- ◆ Up to eight (8) photos may be submitted for each entry. Five (5) identical sets of photos must be included with each nomination. Captions are required for all photos & are acceptable either under the photo or on a separate caption page.

- ◆ Include all submitted photos on ONE flash drive or CD (300 DPI quality preferred), in addition to the five sets of photos.
- ◆ **NO NOTEBOOKS OR FOLDERS**

Digital Photos:

- ◆ Make sure the photo caption is properly duplicated and included.
- ◆ Please print the picture in color on paper at 4 x 6 inches. Doesn't have to be photo quality paper.

Judging:

Nominations will be judged by the Main Street Awards judges based on the criteria listed on each form. The judges rate each nomination using the actual nomination forms.

Suggested abbreviations for photo labeling:

Board Member of the Year	BMOY, 2020
Main Street Crowning Achievement	Crown, 2020
Premier Partner	Prmr Prtnr, 2020
Best Community Education/Public Awareness	CE/PA, 2020
Best Volunteer Development Program	Vdev Prgm, 2020
Best Creative Fundraising Effort	Fundrsg, 2020
Main Street Hero	Hero, 2020
Outstanding Image Promotion	Image, 2020
Best Retail Event	Retail, 2020
Premier Special Event Under 1,000	Special Un, 2020
Premier Special Event Over 1,000	Special Ov, 2020
Creative New Event	New Event, 2020
Best Placemaking Project	Placemake, 2020
Best Interior Design Project	Interior Design, 2020
Best Building Facade Rehabilitation Under \$10,000	Fac Renov Un 10, 2020
Best Building Facade Rehabilitation Over \$10,000	Fac Renov Ov 10, 2020
Best Visual Merchandising	Vis Merch, 2020
Best Building/Business Branding	Branding, 2020
Downtown Business of the Year	Business/Yr, 2020
Best Adaptive Reuse Project	Adapt Reuse, 2020
Best New Business Downtown	New Business, 2020
Best Business Practices	Practices, 2020

When taking photos of people, ACTION shots are more interesting than "grip & grins," and "line-ups."

AWARDS CATEGORIES

ORGANIZATION

Best Creative 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 local program or a specific project. List your financial target(s) and how much money was actually raised. Document with news articles, photos, budgets, etc.

Best Main Street Community Education/Public Awareness

This award recognizes excellence in communication by a Main Street program. A program can inform the community about Main Street in various forms, such as educational programs and public awareness to help share the Main Street story. Newsletters and public forums are eligible in this category.

Best Volunteer Development Program

This award will be granted to the Main Street program that has demonstrated a successful volunteer development program. This nomination is for developing and managing a volunteer recruitment, training, placement and recognition program. You can include youth involvement in this category.

Main Street Hero

This award recognizes outstanding contributions by an individual toward the revitalization of a downtown or neighborhood commercial district. Potential nominees might include: a local developer who successfully rehabilitated and reopened a historic theater or a high school student who launched an innovative, student-run business in a downtown storefront location.

Premier Partner

The Oklahoma Main Street Center will honor the downtown or neighborhood commercial district that has demonstrated the highest degree of cooperation between the Main Street organization and various partners, including local municipal government(s), corporations, etc., in their historic commercial district revitalization efforts.

PROMOTION

Best Retail Event

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.

Creative New Event

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.

Outstanding Image Promotion

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

Premier Special Event Under 1,000 Attendees

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 historic commercial district businesses. 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.

Premier Special Event Over 1,000 Attendees

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 historic commercial district businesses. This activity must be a Main Street event, with OVER 1000 attendees, including festivals or other kinds of special events not related to image or retail oriented events.

DESIGN

Best Building / Business Branding

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.

Best Facade Rehabilitation Under \$10,000

This award recognizes a quality facade Rehabilitation project costing \$10,000 or less. The project should enhance the commercial district in appearance and/or function and encourage further design improvements.

Best Facade Rehabilitation Over \$10,000

The Oklahoma Main Street Center will recognize a quality facade Rehabilitation project costing more than \$10,000. The project should contribute to the physical appearance of the commercial district and encourage further design improvements.

Best Interior Design Project

This award will recognize a quality interior design project. The physical design of the project should be sensitive to the building, should enhance the commercial district in appearance or function, and should encourage or be a good model for furthering interior design improvements.

Best Placemaking Project

This award will honor those who have implemented attractive and sympathetic improvements for a public area in the downtown. Improvements must be within the Main Street area.

Best Visual Merchandising

This award recognizes quality visual merchandising in the Main Street area. The display of goods/services should highlight their features/benefits, while creatively marketing them to the customer.

ECONOMIC VITALITY

Best Adaptive Reuse Project

The nomination should address the economic impact of how an 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 2018 and December 2019.

Best Business Practices

The nomination should address how the company's practices distinguish the firm from other organizations. To be nominated, the business must be located in the Main Street district and conducting operations between January 2018 and December 2019.

Best New Business Downtown

The nomination should address the commercial impact made by a new business to your Main Street district. To be nominated, a "new" business must be at least one year old but no older than three years at the end of December 2019. Previous winners of this category will not be considered.

Downtown Business of the Year

The nomination should address why this company represents the best commercial experience in your downtown area. To be nominated, the business must be at least three years old at the end of December 2019.

OTHER (NON-COMPETITIVE)

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. These individuals must have been active in a Main Street organization over the past year and made exceptional commitments of time and energy to historic commercial district revitalization *during the past calendar year*.

Main Street Crowning Achievement

This award will recognize the outstanding accomplishment from each program during the past calendar year. Local programs should choose a project that reflects their greatest success story.