

# 2021 INSTRUCTIONS

## OKLAHOMA MAIN STREET AWARDS

### **Nominations Due: *Friday, January 29, 2021***

The Oklahoma Main Street Center will honor Main Street programs, organizations, and individuals for outstanding achievements. There are 20 competitive and one non-competitive categories. Please nominate your program's accomplishments in the categories that apply. **Anyone in a Designated Main Street program area may submit nominations. Associate programs are not allowed to enter in the competitive categories at this time.**

Each entry shall include nomination information, discussion point essay, photos with captions, and supporting materials, if applicable.

### **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 2019 and December 2020 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 1,000 words.
- ◆ **The deadline for all nominations is January 29, 2021.**

## **Guidelines for Nominating Projects**

- ◆ **Each** entry will include:
  - Nomination information
  - Discussion Point section
  - Supporting Material, if applicable
  - Photos, up to 8, numbered and labeled properly
  - Captions must accompany photos
- ◆ 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.
- ◆ All nominations will be completed online.

### **Nomination Entry Forms:**

- ◆ Nomination entry forms must be complete.
- ◆ **Board President's signature** is required on the nomination entry.

### **Discussion Point Section:**

- ◆ All questions are to be answered in essay form. You may restate question or use A, B, C ... to distinguish which discussion points you are answering in that section
- ◆ Entries in this section are limited to 1,000 words
- ◆ It is recommended that you write it out in word first and then cut and paste into the entry.

### **Supporting Materials:**

- ◆ Appropriate supporting materials should be attached in the entry form.

### **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 photo with the following information:
  - Name of project/building/person, etc.
  - Name of historic commercial district or Main Street program
  - **Your file names must include your program name, the category of entry and a number. -- "Ada Main Street – Premier Partner – 1"**
  - 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. Captions are required for all photos.

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

### **Judging:**

Nominations will be judged by the Main Street Awards judges based on the criteria listed on each form.

# 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*.