

2023 INSTRUCTIONS

OKLAHOMA MAIN STREET AWARDS

Nominations Due: Friday, January 27, 2023

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 Fully Designated Main Street program area may submit nominations. Network and Associate programs are not allowed to enter in the competitive categories at this time. The non-competitive Board Member of the Year is open to Associate level and Fully Designated.

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 2020 - December 2022** 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.
- ◆ Answers are limited to 1,000 words.
- ◆ The deadline for all nominations is January 27, 2023.

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 nomination information, 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 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.
- ◆ Supporting materials, do not count against your picture count.

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"**
 - "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 (four per Point) 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 target and how much money was raised.

Outstanding Community Education Campaign

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.

Outstanding Community Engagement Effort

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.

Main Street Hero

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

Premier Partner

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.

Outstanding Public Official

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

PROMOTION

Best Main Street 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. To be nominated, this event must have taken place between January 2020 and December 2022.

Outstanding Image Promotion

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.

Premier Special Event Under 1,000 Attendees

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.

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 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.

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 Façade Rehabilitation Under \$25,000

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.

Best Façade Rehabilitation Over \$25,000

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.

Best Interior Design Project Under \$25,000

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.

Best Interior Design Project Over \$25,000

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.

Best Placemaking Project

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.

Best Visual Merchandising

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.

ECONOMIC VITALITY

Best Adaptive Reuse Project Under \$25,000

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.

Best Adaptive Reuse Project Over \$25,000

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.

Outstanding Entrepreneurial Endeavor

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.

Outstanding Business Expansion

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

Best New Business

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.

Business of the Year

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.

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.*