



EXCELLENCE ON MAIN

Washington Main Street Annual Awards

Celebrate achievements in preservation and revitalization in Washington's Statewide Main Street Network. The Washington Trust for Historic Preservation and the Washington Main Street Program invite you to submit nominations for our Excellence on Main Awards.

ELIGIBILITY:

The Excellence On Main Awards are open to communities affiliated with the Washington State Main Street Network including Washington State Main Street Communities, and Affiliates.

Not sure if you're eligible? Contact Breanne Durham at 206-624-9449 or bdurham@preservewa.org.

PROJECT TIMEFRAME:

If applicable, projects must have been completed between January 2015 and January 2017.

NOMINATION DEADLINE:

All nominations materials must be received by Washington Main Street by **March 22, 2017**. Late submissions will not be considered.

AWARD CATEGORIES:

One or more winners will be selected from each of the following categories:

Organizational Excellence

This award is designed to recognize excellence in the areas related to building a strong downtown revitalization organization while achieving consensus and cooperation among stakeholder groups. Nominations should be made for organizations that have taken steps to ensure the creation of a vital downtown district through a strong volunteer structure, long-term fundraising plan, and communication regarding the importance of downtown revitalization to the larger community.

Community Partnership

This award is designed to recognize a Main Street Network organization and partner(s) who have demonstrated the highest and best degree of cooperation to benefit downtown revitalization efforts. Please be sure to identify the partners, how the relationship was formed, and how the partners worked together. Also include a description of the project undertaken, including scope, location, planning, fundraising, etc. Include photos of the project and/or partnership in action.

Outstanding Promotional Event

Nominations should be made for creative and effective image campaigns, special events or other promotional projects that market to and attract people to the downtown or neighborhood commercial district. Please include information about the target audience, goal of the event and how it's grown, or if this is a first-year event, how was it embraced by the community; what role local businesses played, and significant in-kind donations and sponsorships (and how they were attained). Please attach posters, flyers, and/or image materials (if appropriate).

Visual Impact

This award is designed to recognize programs and projects that positively impact preservation efforts, façade improvements, signage and visual merchandising as well as parking and zoning issues. Important factors to highlight include quality, historic preservation, creativity, and impact within budget or constraints. Please provide a brief history of the building (if appropriate), its significance to the community, and how the project benefits the Main Street district. Were financial incentives, including tax credits, used? How was the Main Street Network member involved with the project? Please include before and after photos of the project.

Sustainable Future

The greenest building is one that is already built. As such, downtown districts are uniquely poised to be community leaders by innovating sustainable and environmental practices. This award is designed to recognize projects that focused on innovative building practices, land use, energy efficiency, transportation, reuse and recycling, and the increased quality of life of residents and users of downtown. Project examples include community-share programs (i.e. a bike-share or urban garden), the development of parks and green space, and property rehabilitation projects that emphasized sustainable practices. Please include information about the project goal, community impact, images and other supporting material.

Entrepreneur of the Year

This award is designed to recognize the innovation, dedication and entrepreneurial spirit displayed by our entrepreneurs and small businesses. Nominations should be made for a business located in the downtown or neighborhood commercial district that has increased its volume of business, expanded operations and demonstrated a strong commitment to downtown revitalization. Please describe the business's history with the local Main Street program, examples of its involvement in downtown revitalization and how the business exemplifies the best in quality, merchandising, and community spirit. Please include photos of the nominated business.

Economic Vitality

This award is designed to recognize economic enhancement efforts within the downtown district. Nominations should be made for projects that have resulted in substantially improving the economic vitality of the district including job creation and retention, sales growth, profitability and reinvestments, increased assets and an influx of new dollars from outside the area. Include information that describes the goals of the enhancement plan and how they were realized due to actions by the Main Street Network organization. Describe how the organization facilitated the development and implementation of the plan/ goals. Please include before and after data or other clear evidence of the success of the economic enhancement plan.

Outstanding Special Project

Nominations should be made for those special projects that don't quite fit into the other categories. Fundraising activities, customer service programs, etc. would fall under this category. Also included would be great one-time projects or activities that affect a downtown or neighborhood commercial district revitalization effort. Please share the goals of the project and how they were met or exceeded.

Excellence on Main Award

This award recognizes outstanding projects and people that reflect an attitude of perseverance and dedication to community revitalization in Washington and will be presented to one community, organization or individual each year. Nominees should be people, organizations or projects that lead by example, expand economic development opportunities, enhance quality of life and foster healthy, vibrant and diverse communities. This is the highest honor the Washington State Main Street Program can bestow.

NOMINATION REQUIREMENTS:

- Deadline:** Wednesday, March 22, 2017
- Format:** Please submit your nomination(s) electronically using the nomination form provided.
- Contact:** Breanne Durham, bdurham@preservewa.org, 206-624-9449
- Visuals:** High resolution images are required for all submissions. Please limit the number of images to ten (10) and submit them digitally with brief corresponding descriptions and photo credits. Please feel free to include images of pamphlets, promotional materials, or newspaper articles if appropriate.
- Review:** The jury will consist of a panel of downtown revitalization professionals, community and economic development professionals, and historic preservation professionals actively engaged in the field.

The following criteria will be used in ranking the nominations (where applicable):

Impact on the downtown/neighborhood district or organization

Effectiveness and Sustainability—will the project have long-term effects?

Extent to which the project capitalizes on the unique assets of the local community

Local Involvement—the extent to which groups, organizations, and individuals worked together to achieve the successful outcome

Innovativeness—creative and unique way to address the needs of the district or organization

- Winners:** Will be announced April 25, 2017 at the Excellence on Main Awards Reception held during the RevitalizeWA conference in downtown Ellensburg. Please visit our website for more information: preservewa.org/revitalizewa.aspx

- Other:** Digital images submitted with your entries become the property of the Washington State Main Street Program and may be used for future presentations and publications.

A video clip of up to 3 minutes in length may be submitted in addition to the required materials when it is necessary to show the full scope (or ambiance) of the project. Videos submitted with your entries become the property of the Washington State Main Street Program and may be used for future presentations.

Each project or activity may only be nominated in one category.

Projects or activities receiving awards in previous years are not eligible unless there have been substantial changes or additions made during the nomination timeframe.

Entries and supporting materials will not be returned.

The jury reserves the right to eliminate categories if a reasonable number of worthy nominations have not been submitted in a given category.

The jury also reserves the right to reassign nominations to alternate categories if appropriate.

For purposes of this award, “downtown” is defined as the traditional, compact, pedestrian-oriented central commercial district of a community. Neighborhood commercial districts are also eligible to apply.

EXCELLENCE ON MAIN

2017 Nomination Form

Name of Nominator: _____

Organization: _____

Mailing address: _____

Email: _____ Phone: _____

Name of Entry (Project): _____

Awards Category: _____

Project Summary: In one or two sentences, please provide a brief summary of your project or activity.

Name of the individual to accept the award, if chosen: _____

Please note: Due to time constraints, award winners will not be asked to speak at the ceremony. Winners will have the opportunity to submit a statement of thanks (150 word maximum) that will be featured on the Trust's website. Award winners will also be recognized in the Trust's newsletter.

Project Background: Please describe the need for the project or activity as well as the context. How was the project organized and who was involved? Please include information about how the project was financed along with a budget and timeframe.

Project Description: Describe the activities that took place to achieve the final result or product. Who participated and at what level? Please be sure to refer to the category description for additional questions.

Local Appropriateness: How does your project reinforce and capitalize on the unique assets of the local community?

Impact: Please explain how this project has impacted or improved your downtown or neighborhood commercial district and the businesses located there. Has the project had any effect on local policies? Are there any secondary or spin off effects? For instance, did the rehabilitation of a particular building spur additional investment downtown, or have an effect on nearby businesses?

Conclusions: Please tell us why this project should be considered for an "Excellence on Main" Award. What lessons were learned and can be taken away from your experience?

With this signature, I certify that, to the best of my knowledge, all the information contained in or represented by this entry is true and accurate.

Signature: _____ Date: _____

Please submit nomination form, visuals, and any supplemental materials via email to Breanne Durham at bdurham@preservewa.org.

