



NON-COMPETITIVE NOMINATION CATEGORIES

One volunteer or a couple from each community will be recognized for their contributions to the local Main Street initiative with a Leadership Award. Committees, co-chairs or full board are NOT eligible.

LEADERSHIP AWARD

Submissions are to recognize ONE person or a couple as an outstanding Main Street volunteer(s). Their efforts should have made a positive impact on the local Main Street organization and/or district. The submission form for the leadership award is located at:

<https://form.jotform.com/92814488010153>

REQUIRED:

- **A one-page summary** (75 words or less) to explain the volunteer's efforts
Narrative could include but is not limited to the following:
 - Specific accomplishments that make this nominee stand out as deserving recognition
 - Involvement (service on committees/board) with local Main Street program
 - Hours donated to the local Main Street program
 - Overall impact and benefits of the volunteer's work in the local revitalization effort

- **One high-quality photograph of the volunteer(s)**
 - Headshot or action photo that will be used for the program and in the PowerPoint
 - If multiple persons are in a photo, identify which one is the honoree

MAIN STREET HERO AWARD

Submissions are to recognize INDIVIDUALS posthumously for having been an outstanding Main Street volunteer(s). There is no limit as to the number of nominations in this category. The submission form for the hero award is located at:

<https://form.jotform.com/92814139987169>

COMPETITIVE NOMINATION CATEGORIES

Awards will be presented in 13 categories. Use the guidelines as suggestions. Consider using bullets to adequately convey the information within the number of words allowed. There is no need to use flowery adjectives to tell your story. The submission form for competitive nominations is located at: <https://form.jotform.com/92764263387165>

TERRIFIC TOTAL BUILDING REHABILITATION

Submissions should demonstrate innovative property development (both interior and exterior) in the Main Street district.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - General description of the project (entities involved, what, when and outcome)
 - Creative solutions utilized in completing the project (i.e. incentives created and used, investment strategies, partnerships and resources)
 - Elements which make the rehab project innovative on local, regional, state or national levels
 - How the rehab project demonstrates and/or creates lasting impact on the Main Street district
 - Lessons learned during the project and after
 - Adherence to preservation standards and practices
- **Detailed budget** showing itemized final expenses and funding sources
- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)
 - Historic photographs
 - Before and After shots

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Floor plan(s)
- Project timeline
- Interviews or testimonials regarding investments and impact
- Media, marketing and public relations

EXCELLENT EXTERIOR REHABILITATION

Submissions should show the improvement of a building's exterior (such as paint, awnings, signs, tuck-pointing, etc.) made to the front and/or rear façade of a building.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Conformance with preservation standards and State Historic Preservation Office involvement
 - Unique characteristics and design quality of the project
 - Financial incentives and assistance available, offered and used
 - Special design problems/considerations and how they were addressed
 - Entities involved and their roles: owner and/or tenant, local program, Main Street Iowa
 - How the project enhanced the city center's appearance
 - How the project encouraged other improvements
- **Detailed budget** showing itemized final expenses and funding sources
- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)
 - Historic photographs
 - Before and After shots

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant newspaper articles
- Project timeline
- Collateral materials

SUPERIOR INTERIOR REHABILITATION

Submissions should be for rehabilitation/renovation projects of main floor and/or upper floor(s) that bring adaptive use, new life or uses to historic commercial buildings within the designated Main Street district, setting an example that would encourage other investment in rehabilitation or construction.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Quality and character of the finished project
 - Special challenges faced and the solutions to those problems
 - Previous, current and future use of the building
 - Entities involved and their roles: owner and/or tenant, local program
 - Impact of the project on the building, downtown and community (visual, economic and social)
 - Financial incentives and assistance available, offered and used
 - Sensitivity to existing building and unique characteristics
- **Detailed budget** showing itemized final expenses and funding sources
- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)
 - Before and After shots

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant newspaper articles
- Project timeline
- Collateral materials

OUTSTANDING RESIDENTIAL PROJECT

Nominations in this category should be for new or updated residential units within the designated Main Street district. Submissions could include upper story rehabilitations or new infill construction, and single or multi-unit projects.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - General project description
 - Entities involved and their roles
 - Need demonstrated through housing studies or other economic data
 - Challenges faced, and lessons learned
 - Financial incentives and assistance available, offered and used
 - Design compatibility (infill construction) or sensitivity to existing building and unique characteristics (rehab projects)
 - Impact of the project on the building, downtown and community (visual, economic and social)
- **Detailed budget** showing itemized final expenses and funding sources
- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)
 - Before and After shots

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Floor plan(s)
- Project timeline
- Collateral materials

BEST BEAUTIFICATION PROJECT

Submissions in this category should be for improvements to public spaces that enhance the designated district's appearance and its function.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - General overview of the project
 - Steps in the process
 - Unique design characteristics
 - Sustainable elements incorporated
 - Support provided to businesses
 - Communication efforts before, during or after the construction period

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant newspaper articles
- Planning documents or drawings
- Action plan/timeline
- Detailed budget, itemized final expenses and funding sources

FANTASTIC FUNDRAISER

Submissions in this category could be for an outstanding investment drive, funding campaign, project and/or event that raised money for the local Main Street's operating budget, supplemental income and/or a specific Main Street project.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Description of the fundraiser
 - Total amount raised, and net income
 - Steps/timeline
 - Goal and outcome
 - People involved, their roles in the community and specific involvement in activity
 - Expenses associated with the execution of the fund drive/campaign/project/event
 - Lessons learned

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant articles, collateral materials, etc.
- Action plan/timeline
- Detailed budget, itemized final expenses and funding sources

REMARKABLE RETAIL PROMOTION

Nominations in this category should be for a retail activity held in a downtown/district for the benefit of the businesses in the district. The Promotion could be a cooperative or cross marketing activity, program or event.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Description of the promotion: details, logistics, etc.
 - Details on how the event focuses on a variety of goods and services, promotes a unified business district, and makes the cash registers ring
 - Targeted audience
 - Partners/people involved, their roles in the community and involvement in activity
 - Businesses involved
 - Increase in sales for the business
 - Increase of traffic to the business
 - Marketing efforts implemented
 - Customer and business testimonials
 - Impact of event on businesses and/or the community

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant articles, collateral materials, etc.
- Action plan/timeline
- Detailed budget, itemized final expenses and funding sources

EXCELLENT SPECIAL EVENT

Nominations in this category should be for an outstanding special event in a downtown/district. Promotions may include activities promoting a holiday, culture, heritage, art, anniversary, street opening, specific celebration, etc.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Description of the promotion: theme, history, logistics, etc.
 - Targeted audience
 - Partners/people involved, their roles in the community and involvement in activity
 - Testimonials from attendees
 - Impact of event on the community

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant articles, collateral materials, etc.
- Action plan/timeline
- Detailed budget, itemized final expenses and funding sources

OUTSTANDING IMAGE ACTIVITY

Designed to recognize communication efforts that enhance the local Main Street program and/or the district's image and visibility in the community (public relations, advertising, marketing). Eligible nominations may include, but not limited to: image campaigns, newsletters, website, social media, media coverage and/or events to communicate Main Street's goals and accomplishments to the public.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Define/describe image being promoted and/or negated
 - Information on the tools and methods utilized for internal and external marketing
 - Schedule of public relations efforts and/or events
 - Detailed budget, showing itemized final expenses and funding sources
 - Outcomes and accomplishments as a result of the effort
 - Impact on district

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Relevant articles, collateral materials, etc.
- Detailed budget, itemized final expenses and funding sources
- Marketing/public relations efforts implemented
- Action plan/timeline

PARTNER OF THE YEAR

Recognizes the partnership efforts of an organization with the local Main Street program (not an individual, couple or committee). Partners could include – but are not limited to - businesses, organizations, city, county, other economic development organizations, medical and/or educational groups.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Name of partner(s), involvement in community and how they were involved with the activity
 - Impact on businesses and/or organizations and community
 - Marketing/public relations efforts implemented

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Action plan/timeline
- Relevant newspaper articles, ads, collateral materials, etc.

BUSINESS OF THE YEAR

Submissions in this category could be for an entrepreneur or for an outstanding retail/commercial business located in the designated Main Street district. It is designed to recognize a business person that is a great role model or a for-profit business that represents the best commercial experience in your district.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - Description of the business: commercial experiences, business products, services, customer service, visual appearance and customer appeal
 - History of the business
 - Marketing efforts/business strategy and use of market analysis data
 - Merchandising strategies utilized, impact on sales or customer traffic
 - Innovative and/or sustainable business practices
 - Information about profitability
 - Description of the positive economic impact on the Main Street district
 - Description of the nominee's relationship with other downtown businesses
 - How the business owner has supported the efforts of the local Main Street organization and the community

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)
 - Business interior and exterior
 - Business owner(s) and/or customers shopping

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Customer testimonials
- Marketing and promotional examples
- Relevant newspaper articles

ITTY BITTY NITTY GRITTY

Submissions in this category should be for a small project(s) that made a big difference for your Main Street district in 2019.

Nominations for this category may be for an activity/program/event/happening that doesn't fit into one of the larger categories but have made an impact.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - General overview of the activity/program/event/happening
 - Describe how the activity, program or promotion embodies the Main Street Principles. (Main Street Principles include incremental, comprehensive, quality, public / private partnership, changing attitudes, focus on existing assets, self-help and implementation oriented)
 - Describe the outcome and economic impact
 - Describe how this was a catalyst that inspired others to action
 - Describe how this leveraged existing assets and created new opportunities

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Action plan/timeline
- Budget/Financials
- Media, marketing and public relations
- Interviews or testimonials regarding investments and impact

GAME CHANGER

Submissions in this category should be for activities that impacted the district in a striking and powerful manner in 2019. Nominations can be for a project, program or promotion.

REQUIRED

- **One-page summary** (500 words or less) to explain why the nomination is worthy of recognition
Summary could include but is not limited to the following:
 - General overview of the project, program or promotion
 - Describe how the project, program or promotion embodies the Main Street Principles. (Main Street Principles include incremental, comprehensive, quality, public / private partnership, changing attitudes, focus on existing assets, self-help and implementation oriented)
 - Describe the outcome and economic impact
 - Describe how this was a catalyst that inspired others to action
 - Describe how this leveraged existing assets and created new opportunities

- **Five high-quality photographs** that help tell the story (will also be used in the Awards Ceremony PowerPoint)

OPTIONAL

Up to five additional attachments are allowed. Support documents could include, but are not limited to the following:

- Photographs (in addition to the five required)
- Action plan/timeline
- Budget/Financials
- Media, marketing and public relations
- Interviews or testimonials regarding investments and impact