

MAIN STREET 2020 AWARDS **IOWA** **EVENT INFORMATION**

*The Main Street Iowa Awards event will
“educate, inspire, entertain and influence” our Main Street family.*

SAVE THE DATES!

- **The 2020 Main Street Iowa Awards event is Friday, April 3.**
- Main Street Iowa is accepting nominations for awards recognizing outstanding accomplishments, activities and people that are making a difference in Main Street districts across the state. **The online nomination system is available now.** You will receive an email with a link and can start working on your nominations any time!
- **Deadline to submit nominations is noon, Friday, February 21, 2020.**
- Nominations will be scored by a team of judges, and winners will be notified of their selection the second week of March.
- Invitations to the event will be sent. **RSVPs** will be directed to local Main Street offices and reported to **Main Street Iowa by March 26, 2020.**

LOCATION AND TIME:

- **We are pleased to host the 2020 celebration event at the iconic Franklin Junior High.** The former school building, located in a Des Moines neighborhood, is undergoing an \$8 million historic renovation to find new life as an event complex, hotel and commercial center. There is plenty of free parking in the area. For more information visit: <https://franklinjrhigh.com/>
- **The reception will begin at 5:00** in the former cafeteria. We will move down the hall to the small auditorium for **the celebration that will begin at 6:30.** We plan to conclude the evening by 8:00.



FORMAT AND CONCEPT:

- Everyone is invited to the event to network with fellow Main Streeters and downtown revitalization enthusiasts from across the state, and learn about the outstanding accomplishments, activities and people that make a difference in Main Street Iowa districts.
- Tickets will be the low price of \$10 per person (\$20 after the deadline).
- There will be hors d'oeuvres and a cash bar. Please note, we will not be serving a full meal.
- Nominees for all of the competitive awards will be listed in the program. Finalists will be announced. Winners will come to the stage to be recognized. Honorees for two optional awards may be announced at the discretion of Main Street Iowa staff.
- One Leadership Award winner (volunteer of the year) will be recognized per community; as well as communities who have achieved significant milestones in private investment. Downtown “Heroes” (volunteers or staff from local communities who passed away in 2019) will be noted in the program and onscreen in the PPT.
- A professional photographer will be available.
- Additional information will follow at a later date.

2020 AWARDS NOMINATIONS INFORMATION



NON-COMPETITIVE LEADERSHIP AWARD

- Every local Main Street organization is expected to nominate one (only) person as their volunteer of the year to be recognized with a “Leadership Award.” (No business partners or committees please.)
- A photo and narrative about the volunteer will be included in the program.
- The Leadership Award winners will be recognized onstage. Executive Directors will escort their volunteer to the stage and pose with the volunteer for a photo with the Governor.

COMPETITIVE NOMINATIONS:

- Local Main Street organizations are strongly urged to submit a nomination in every category to **honor a local project/activity in their community.**
- Local Main Street organizations that are current with obligations per your contract with Main Street Iowa, including monthly reports up through and including the December 2019 report, are eligible to submit award nominations.
- Nominations will be accepted for projects/activities that took place between January 1 and December 31, 2019.
- Nominations for recurring activities that have been submitted previously, but were not winners, are eligible.
- Projects/activities may be nominated in only one category. Nominations will be reviewed prior to scoring. Main Street Iowa reserves the right to move a nomination to a more appropriate category should it be determined that another category would be a more appropriate fit.
- To submit a nomination, complete an online form for each project with the following information:
 - A one-page summary (500 words) to convince the judges that your nomination should win.
 - Five good quality individual photographs/images are required. No collages please. You may submit up to five additional scanned documents or photos (for a maximum of 10) should you choose to do so.
- Nominations will be reviewed by a panel of judges that will include Iowa Economic Development Authority’s Community Development Staff, Main Street Iowa Advisory Council Members, and Executive Directors from local Main Street communities with two or more years’ experience.
- The scoring team may determine the need to divide a category by square footage, population or tenure of the organization in the event that a large quantity of quality nominations are received for that category.
- Provided there are a sufficient number of quality nominations in a category, finalists will be selected and recognized during the ceremony. The number of finalists will be based on the quantity of nominations for that category.
- A category may be eliminated should an insufficient number of nominations be submitted for that category.

COMPETITIVE 2020 AWARDS NOMINATION CATEGORIES:

- Terrific Total Building Rehabilitation (inside and out)
- Excellent Exterior Rehabilitation
- Superior Interior Rehabilitation (main and/or upper floor(s))
- Outstanding Residential Project
- Best Beautification Project (district-wide)
- Fantastic Fundraiser (activity or campaign to raise funds for the local Main Street program)
- Remarkable Retail Promotion
- Exceptional Special Event
- Outstanding Image Activity (e.g. marketing, advertising or social media for the organization)
- Partner of the Year (an organization)
- Business of the Year (for-profit business)
- Itty Bitty Nitty Gritty (small project that made a big difference)
- Game Changer (project or activity that changed the dynamic of the district in a powerful manner)

QUESTIONS OR COMMENTS? Contact Terry Poe Buschkamp at terry.buschkamp@iowaeda.com
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