

MAIN STREET AWARDS (UPDATED)

ORGANIZATION

Premier Partner

- The 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 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.

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 Public Official

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

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 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

- 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 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 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 2021 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 2021 and December 2022.

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.

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.

PROMOTION

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.

Best Main Street Retail Promotion

- 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.

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.

Best 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 2021 and December 2022.

SPECIAL AWARDS

Program of the Year

Executive Director of the Year