

**MISSISSIPPI MAIN STREET ASSOCIATION**  
**2013 DOWNTOWN REVITALIZATION AWARDS**  
**ENTRY DEADLINE – FRIDAY, APRIL 26, 2013 at 5:00 p.m.**



**PROGRAM RULES**

The MMSA Downtown Revitalization Awards Program recognizes excellence in the field of downtown revitalization in Mississippi. The program is judged by an impartial jury of recognized professionals in the field who will weigh the merits of each entry in terms of its contribution and significance to the profession of downtown revitalization. There is no fee required to submit an entry. The 2013 Awards will be presented at the MMSA Annual Meeting and Awards Luncheon on **Thursday, June 20** at the Old Capitol Inn in Jackson.

**JUDGING**

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 jury has the authority to grant no awards or as many as they believe are deserved within the categories outlined. The awards program chairperson and individual jurors are ineligible to receive awards. The judges will select projects based on the criteria of what is relevant to Mississippi.

**ELIGIBILITY**

Entries shall meet the following criteria:

1. Entries may be submitted by any individual, organization or entity (public or private) located in Mississippi. **Current membership in MMSA is required by the individual, organization or entity submitting the nomination.**
2. All entries must concern a project, program or effort that has been successfully completed during the past two years, has reached a point where completion is assured, or in the case of Organization and Economic Restructuring Program categories, is an ongoing effort.
3. The project, program or effort represented by the entry must be located in Mississippi.
4. Separate entry forms must be completed for each category entered. **NO MORE THAN THREE ENTRIES MAY BE SUBMITTED FROM ANY ONE MISSISSIPPI MAIN STREET COMMUNITY OR ENTITY.**
5. The Nomination packet must include:
  - **ONE (1)** printed copy of all entry materials (no more than 20 per entry), including the completed Nomination Entry Form, the narrative, printed photos and documents, contained in a folder (8-1/2" x 11") with a clear plastic cover. Please do not submit materials in a ring binder. Oversized documents must be reduced to 8-1/2" x 11" size. Copies of photos must be printed on 8-1/2" x 11" paper and clearly labeled with a descriptive name that matches the name of the photo file on the cd.
  - **FIVE (5)** copies (no staples, please) of the entry form with original signatures, and **FIVE (5)** copies of the narrative.
  - **ONE (1)** CD of no more than 20 electronic files (digital photographs of 300 dpi or greater, prints of slides, PDFs of news articles, PDFs of brochures, etc). Each item (photographs, PDFs, scans of news articles, brochures, etc.) should be clearly named with a descriptive file name, and those file names should match the names of the printed documents included in the folder. **Entries will not be considered without digital photos and documents.**

RECOMMENDATIONS FOR THE CD – The CD must include an electronic file of every printed document included in the entry:

1. File #1 – the Nomination Entry Form as a Word document
2. File #2 – the Narrative page as a Word document
3. File #3-#22 – no more than 18 photographs saved as jpg images of 300 dpi or greater, each photo named with a descriptive title as the file name, AND/OR jpg images of all supporting documents and images such as newspaper articles, brochures, etc., each saved with a descriptive title. Do not send original documents, brochures, flyers, etc.
4. Handwritten nominations will not be accepted.

### **SUBMISSION CRITERIA**

- The narrative shall be **no more than ONE (1) page (typed and double-spaced)** describing the significance of the entry and why, in the judgment of the submitter, the entry is deserving of an award. **Only one page will be accepted.** Clearly state the main strengths of the submission. This narrative should also list and describe the roles and responsibilities of other individuals, organizations, consultants, or entities that were/are involved in the project or program. *It is important to remember that even an excellent project can be overlooked as an award winner if the material is not presented clearly.*
- All entries involving visual information, special events, graphics, design, etc., must include **no more than 20** electronic file documents (entry form, narrative, digital photos, jpg images, scanned published materials, etc.) as part of the entry material. Selected entries including all award winners will be presented in a PowerPoint presentation at the MMSA Annual Awards Program in June. **Submit only good quality digital photographs saved in a jpg format 300 dpi or greater.**
- Appropriate supporting documentation for each category should be submitted.  
For example:
  - (1) **Organization Category** – Submit scanned copies of articles, pamphlets, brochures, etc., which describe the purpose and accomplishments of the organization. Include basic data and statistics on the downtown.
  - (2) **Promotion Category** – Submit good quality scans (300 dpi or greater) of advertisements, articles, pamphlets, brochures, newsletters, and digital photos in jpeg format of 300 dpi or greater, etc., which may illustrate more clearly what is being described. Include other data as needed to give an overall understanding of the event, but remember that all data must be submitted electronically on **one** CD attached to the original entry materials.
  - (3) **Design Category** – Digital photos of design projects are **required**, submitted in jpeg format of 300 dpi or greater. Include before and after photographs of renovation projects. Submit digital copies of plans rather than duplicates of the plan drawings themselves.
  - (4) **Economic Restructuring Category** – Financial and business information is needed to support and explain projects or programs that have had or are having an economic impact to a downtown. A DVD is also acceptable to assist in describing various features of a community or program. The DVD must be no longer than six (6) minutes.

All materials will become the property of MMSA and it is understood that MMSA may use the material in future presentations.

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**NOTE: Nominations will only be accepted from those communities for which MMSA monthly reports, dues and Memoranda of Agreement are current.**

## **AWARD CATEGORIES**

### **ORGANIZATION**

- **Best Creative Fund-Raising Project** – This award is granted to the downtown organization that has displayed the most creativity and success in securing funds for its downtown program or specific project.

### **PROMOTION**

- **Best Newsletter – Population under 5,000** – This award recognizes excellence in communication by a downtown organization through its newsletter. To be eligible, at least three (3) newsletters must have been printed and distributed *within the past calendar year*. eNewsletters are included in this category.
- **Best Newsletter – Population over 5,000** – This award recognizes excellence in communication by a downtown organization through its newsletter. To be eligible, at least three (3) newsletters must have been printed and distributed *within the past calendar year*. eNewsletters are included in this category.
- **Best Special Event** – This award recognizes the downtown organization that has created a quality special event, generating traffic for the downtown. The activity must be a downtown organization event and includes festivals or other kinds of special events.
- **Best Retail Promotion(s)** – This award honors the downtown organization that has developed an effective retail promotion(s) in conjunction with downtown merchants. The activity could be a sales-related event, special retail advertising campaign or non-sales related event.
- **Best Image or Branding Promotion (Including Best Membership Brochure and Downtown Directory)** – This award recognizes the downtown organization that has developed an effective public relations piece or promotional campaign. Projects may include the creation of a logo, brochure, advertisement (not retail) or image/branding promotion campaign or event that motivates the consumer and promotes community loyalty.

### **DESIGN**

- **Best Adaptive Re-Use Project** – This award is granted to the best adaptive reuse of a building that has outlived its former use. Examples include conversions to housing and office space, multiple businesses, public meeting space, restaurants, cultural centers, etc.
- **Best Historic Rehabilitation Project** – This award is granted to an individual or business that has completed an outstanding historic rehabilitation project that maintains the use of the building. The project must be located in the downtown district and should include exterior rehabilitation work, but could be both interior and exterior work. (Must meet the Secretary of Interior's Standards for Rehabilitation).

- **Best Façade Rehabilitation Under \$10,000** – This award recognizes the best single façade renovation project completed with under \$10,000. The physical design of the façade should enhance the commercial district in appearance or function and encourage further design improvements. The nomination will be judged on design quality, proper restoration techniques, creativity and impact within budgetary and other constraints.
- **Best Façade Rehabilitation Over \$10,000** – This award recognizes the best single façade renovation project completed with over \$10,000. The physical design of the façade should enhance the commercial district in appearance or function and encourage further design improvements. The nomination will be judged on design quality, proper restoration techniques, creativity and impact within budgetary and other constraints.
- **Best Public Improvement Project** – This award is given to the municipality or Main Street program that has designed and implemented attractive and sympathetic improvements for its district. Improvements must be within the Main Street district. Streetscapes are included.
- **Best New Signage** – This award recognizes excellence in signage design, craftsmanship, creativity and overall impact on its building or entryway, or directional signage to the downtown.
- **The Sam Kaye Excellence in Design Award** – Sam was an architect and community leader who has served Mississippi Main Street Association since 1994 as a staff member and design consultant. As a member of the Board of Advisors of the National Trust for Historic Preservation, Sam’s involvement in historic preservation is nationally known and recognized. The Sam Kaye Excellence in Design Award is given to the design professional(s) or firm that exhibits the spirit, compassion and talent of the man for whom the award is named.

### **ECONOMIC RESTRUCTURING**

- **Main Street Merchant of the Year** – recognizes excellence in the retail field. This award goes to a merchant who has been a “mover and a shaker” in downtown revitalization. The recipient should exemplify the best in merchandising, inventory, display, hours, quality, convenience and service.
- **Best New Development Project** – granted to an individual or business that has undertaken a new development project within a downtown district. The project should not only achieve financial success and quality design, but also have a positive impact on downtown revitalization.
- **Best Public-Private Partnership Project** – recognizes creative and positive joint ventures between the local government(s) and the private sector. Criteria for judging include the success of the project, its impact on revitalization, and the nature and extent of the partnership effort. Eligible activities may include individual development projects or on-going cooperative programs.
- **Best Business Retention/Recruitment Program for Downtown** – granted to the downtown organization that has created and implemented the best retention and/or business recruitment program for its downtown. Examples of retention strategies are financial incentive programs, educational programs, etc. Recruitment considerations are downtown building inventories, market analyses, recruitment packets and the actual process of recruiting new businesses.

## SPECIAL AWARDS

Nominations for Special Awards that do not fit in the above categories may be submitted. Relevant supporting data that will help the jury in evaluating the entry should be included.

- **PAUL COGGIN MEMORIAL AWARD**

Due to the commitment, time and enthusiasm that Paul Coggin brought to the Mississippi Main Street Association, a special award was established in his honor.

The Paul Coggin Memorial Award is given to an outstanding local board member or volunteer who has been active in a downtown organization for at least the last two years, and who has contributed energy and dedication to downtown revitalization.

Please include the nominee's tenure in the program or board and the extent of his/her contribution. A jpeg image (300 dpi or greater) of the nominee is required.

In addition to the nominating materials, two additional letters of support are required.

- **SPECIAL SERVICE AWARD (Public Official)**

This award recognizes an elected or public official who has contributed leadership and support for downtown, and who best represents commitment to the goal of revitalization.

- **SPECIAL SERVICE AWARD (Private Sector)**

This award recognizes a citizen from the private sector who has contributed leadership and support for downtown, and who best represents commitment to the goal of revitalization.

- **SPIRIT OF MAIN STREET AWARD**

This award usually recognizes a youth or adult in a community who has displayed an involved commitment to downtown.

- **THE CHARLES O. BEASLEY SCHOLARSHIP AWARD**

Charles was one of the founding board members of MMSA and served on the Board and in various officer positions, including President. "Charlie" was Board Member Emeritus at the time of his death in 2007 and had served Main Street since it was founded in 1989.

This award is a \$1,500 scholarship to attend the National Main Street Conference, given to a Main Street Manager who has shown outstanding service to their community and program. The scholarship is awarded annually and nominations must come from the District Directors of MMSA.

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**MISSISSIPPI MAIN STREET ASSOCIATION AWARDS PROGRAM**  
**2013 Nomination Entry Form**

- A. Name of Entry (Individual or Project):  
Organization:  
Telephone:  
Email address:
- B. Award Category Entered:
- C. Title and Short Description of Entry:
- D. Name of Submitter:  
Organization:  
Telephone:  
Email address  
Mailing address:
- E. Name of the individual who will accept the award at the luncheon, if chosen:

**With this signature, I certify that, to the best of my knowledge, all information contained in or represented by this entry is true and accurate. In addition, I have read and agree to the rules governing the Awards Program.**

Date \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE OF SUBMITTER

\_\_\_\_\_  
Additional signature if joint entry

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
Name (printed)

Entries should be submitted to:

**Mississippi Main Street Association  
Attn: Denise Halbach  
308 East Pearl Street, Suite 101  
Jackson, MS 39201**

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