MISSISSIPPI MAIN STREET ASSOCIATION

2014 DOWNTOWN REVITALIZATION AWARDS

***ENTRY DEADLINE – FRIDAY, APRIL 25, 2014, 5:00 p.m.***

The MMSA Downtown Revitalization Awards Program recognizes excellence in the field of downtown revitalization in Mississippi. There is no fee required to submit an entry. The 2014 Awards will be presented at the MMSA Annual Meeting and Awards Luncheon on **Thursday, June 19** 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**

1. Current MMSA membership in good standing is required by the individual, organization or entity submitting the nomination. Nominations will only be accepted from those communities for which MMSA monthly reports, dues and Memoranda of Agreement are current.
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.

**NATIONAL MAIN STREET ACCREDITATION**

The past two years, MMSA has recognized the accredited communities and handed out certificates of accreditation at the Annual Awards meeting. In 2014, the accredited communities will continue to be recognized during the awards meeting, but the certificates will not be handed out; they will be mailed directly to the local Main Street office.

**APPLICATION**

1. **All award entries must now be submitted on one (1) flash drive or cd.** **NO paper entries will be accepted**.
2. Separate entry forms must be completed for each entry, and saved to the flash drive or cd.
3. A maximum of **6** ENTRIES MAY BE SUBMITTED; ONLY ONE (1) EACH in the categories of Organization, Promotion, Design, and Economic Restructuring. Additionally, no more than TWO (2) nominations maybe made in the category of Special Awards.
4. The Nomination(s) must be submitted on a flash driveor cd, containing NO MORE THAN TEN (10) documents per nomination:   
    File 1 – **Nomination Entry Form** - Word document (.doc or .docx), do not send a pdf

File 2 – **Narrative page** - Word document (.doc or .docx), not a pdf, one page or less (see criteria below)

Files 3 through 10 – **no more than 8 jpg images** of 300 dpi or greater, each one named with a **descriptive title** as the file name. Example: “File 7 Building exterior” or “File 9 Holiday Parade.”

### SUBMISSION CRITERIA

The Narrative shall be no more than **ONE (1) page, double-spaced, 11 point or larger font, submitted as a .doc or .docx file**, describing the significance and strengths of the entry and why the entry is deserving of an award. **Only one page will be accepted.** 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.

**Appropriate supporting documentation for each category should be submitted:**

1. **Organization Category –** Submit jpg scans of articles, pamphlets, brochures, etc., which describe the purpose and accomplishments of the organization. Include basic data and statistics.
2. **Promotion Category** – Submit good quality jpg images (300 dpi or greater) of advertisements, articles, pamphlets, brochures, newsletters and/or digital photos, which may illustrate more clearly what is being described and give an overall understanding of the event.
3. **Design Category** – Digital photos of design projects are required, submitted in jpg format of 300 dpi or greater. Include before and after photographs of renovation projects.
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.
5. **Special Awards:** Submit a one-page (or less) narrative and supporting photos, including a close-up of the nominee.

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

**FAQs and TIPS for Award Nominations**

1. **What is a jump drive? Do I have to use one?**

*A jump drive (also called a flash drive, thumb drive, etc.) is a small electronic storage device for electronic files and documents. A flash drive is inexpensive and will hold your nomination data easily. You may put several nominations on one flash drive! Submission on a cd is also acceptable. Paper nominations are not accepted.*

1. **May I hand write an application or submit paper entries?** *In a word, no.*
2. **How can I find out if my membership in MMSA is current (dues, monthly reports and MOA)?** *Login to the report generator to see if your reports are up to date (*[*http://www.msmainstreet.com/index.php/managers*](http://www.msmainstreet.com/index.php/managers)*) and call the MMSA Office at 601.944.0113 to check on dues and MOA status.*
3. **How many awards can my community apply for?**

*ONE (1) nomination may be submitted in each of the four (4) categories of Organization, Promotion, Design and Economic Restructuring, and no more than two (2) nominations in Special Awards. That’s a total maximum of six (6) nominations that may be entered by one community or entity.*

1. **How can I win?**

*Be brief but inclusive with your narrative. Ask another person to edit and proof your narrative. Consider hiring a professional photographer for your event or project. Judges will be considering several nominations in each category and the best presentation of photos and facts will win.*

1. **What does 300 dpi mean? How do I make my photos this size?**

*300 dpi means 300 dots per inch. Higher DPI produces clearer and more detailed images. Low quality images cannot be made larger or better, but large photo files can be cropped and enhanced through software systems such as PhotoShop, iPhoto and Pixenate.*

1. **Whom do I call with questions?**

*You may call your MMSA District Director, or call the MMSA Office at 601.944.0113.*

1. **Can I find out why my entry did not win?**

*While the judges’ comments will remain anonymous, you may call your District Director or the MMSA Office at 601.944.0113 and ask for feedback so that your entry next year will be better****.***

1. **How do I know if the Historic Rehabilitation project I submitted meets the Secretary of Interior’s Standards for Rehabilitation?***Make sure the project was approved by the Mississippi Department of Archives and History. If it was not, consider entering the project in a different category other than Historic Rehabilitation.*

**TIPS:**

Governor Phil Bryant has declared 2014 as the **Year of the Creative Economy** in Mississippi. The Judges will be instructed to give special consideration to those nominations that exhibit and celebrate the creative economy.

Don't use photos from your mobile phone. Consider having a good photographer volunteer or hire one to take your photos.

Ask your District Director to proofread your application, and start preparing your nomination early.

## AWARD CATEGORIES

# **ORGANIZATION**

* **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 Volunteer/Membership Program –** recognizes the efforts of a Main Street organization that has demonstrated an exceptional membership or volunteer recruitment program.
* **Best Community Collaborative Project** – recognizes creative joint ventures between the Main Street organization and another local, community non-profit (such as a charity organization, chamber of commerce, convention and visitors bureau, etc.). Ventures can be community events, programs or publications.
* **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** – This award recognizes excellence in communication by a downtown organization through its newsletter. To be eligible, at least six (6) newsletters must have been distributed within the past calendar year.E-Newsletters 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 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 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 Secretary of Interior 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.

**ECONOMIC RESTRUCTURING**

* **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 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.
* **Best Adaptive Re-Use Project –** This award is granted to the best adaptive reuse of a building that has outlived its former use, including conversions to housing and office space, multiple businesses, public meeting space, restaurants, cultural centers, etc.

**SPECIAL AWARDS**

No more than two (2) nominations for Special Awards may be submitted. A short narrative (one page or less) and relevant supporting data will help the jury in evaluating the entry as well. A good quality jpg photo of the nominee is required.

* **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, 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 photo image (300 dpi or greater) of the nominee is required. In addition to the nominating materials, two additional letters of support are required. ***In addition to the nominating materials, two additional letters of support are required*.**

* **SPIRIT OF MAIN STREET AWARDS**

Each Main Street program may nominate one volunteer who has displayed an involved commitment to downtown and the Main Street program. These volunteers of the year will be recognized and honored at the Annual Awards Luncheon.

* **THE SAM KAYE EXCELLENCE IN DESIGN AWARD** – Sam was an architect and community leader who served Mississippi Main Street Association as a staff member and design consultant from 1994 until his death in 2013. As a member of the Board of Advisors of the **National** Trust for Historic Preservation, Sam’s involvement in historic preservation was 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.
* **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.
* **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.

### MISSISSIPPI MAIN STREET ASSOCIATION 2014 Nomination Entry Form

1. Name of Entry (Project or individual):

Organization:

Telephone:

Email address:

1. Award Category (Check one): \_\_ Organization

\_\_ Promotion

\_\_ Design

\_\_ Economic Restructuring

\_\_ Special Awards

1. Specific Award for which nominated:
2. Short Description of Entry:
3. Name of Submitter: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Name of the individual to 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

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name (printed)

Entries should be submitted to:

**Mississippi Main Street Association**

**Attn: Denise Halbach**

**308 East Pearl Street, Suite 101**

**Jackson, MS 39201**

ALL ENTRIES MUST BE RECEIVED AT THE MMSA OFFICE IN JACKSON **BY 5:00 PM** on **Friday, April 25, 2014**. ALL OTHERS WILL BE DEEMED INELIGIBLE.