

MISSISSIPPI MAIN STREET ASSOCIATION
2018 DOWNTOWN REVITALIZATION AWARDS
ENTRY DEADLINE – **FRIDAY, APRIL 20, 2018**



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 2018 Awards will be presented at the MMSA Annual Meeting and Awards Luncheon on **Thursday, June 21, 2018** 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. A Designated Main Street Community with current MMSA membership in good standing may submit the nomination(s). 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 is an ongoing effort with measured success.
3. The project, program or effort represented by the entry must be located in Mississippi and be a member of the Mississippi Main Street Association.

NATIONAL MAIN STREET ACCREDITATION

In 2018, the nationally accredited Mississippi Main Street communities will 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 from the National Main Street Center.

APPLICATION

1. **All award entries must be submitted on the online file sharing site, Drop Box. NO flash drives or paper entries will be accepted.**
2. Entry forms must be completed for each entry and uploaded to Drop Box. Multiple entries may be placed in separate named folders on a single flash drive or shared file site. Each award entry should be saved as: **Main Street program name, award category name and individual award name. For example: ABC Main Street – Design – Best Historic Rehab**
3. A maximum of **6 ENTRIES MAY BE SUBMITTED** within the categories of Organization, Promotion, Design, Economic Vitality and Special Awards. The entries may be in whatever category/categories you choose, however no more than 2 nominations in the Special Awards.
4. Each Nomination may contain **NO MORE THAN 10** documents:
 - File 1 – **Nomination Entry Form** - Word document (.doc or .docx), Do NOT send a pdf.
 - File 2 – **Narrative page** - Word document (.doc or .docx), (see criteria below) no more than **ONE (1) page, double-spaced, 11 point or larger Times New Roman font, submitted as a .doc or .docx file. Do NOT send a pdf of this page. Submissions not in this format will be returned.**
 - Files 3 through 10 – **no more than 8 individual jpg images** of 300 dpi or greater, **each one named with a descriptive title** as the file name. Example: “File 3 Building exterior”

or “File 6 Holiday Parade.” **Video files (or links) are also acceptable and encouraged.**

SUBMISSION CRITERIA

The Narrative shall be **no more than ONE (1) page, double-spaced, 11 point or larger Times New Roman 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 (no more than 8 documents per entry in addition to the Entry Form and Narration page):

- 1. Organization Category** – Submit individual jpg files 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, individual 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** – Individual, 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 Vitality 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 Dropbox?

Dropbox is an online file-sharing site. You can sign up for a free 30-day trial at dropbox.com. When your files are ready to be shared, simply share with jeanniewaller@msmainstreet.com.

2. May I hand write an application or submit paper entries? *In a word, no.*

3. 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>) and call the MMSA Office at 601.944.0113 to check on dues, MOA status and training requirements.

4. How many awards can my community apply for?

Six total. You may submit up to 6 nominations in any of these categories: Organization, Promotion, Design, Economic Vitality, and Special Awards.

5. How can I win?

Be brief but inclusive with your narrative. Ask another person to edit and proofread 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.

6. 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.

7. Whom do I call with questions?

You may call any MMSA staff or call the MMSA Office at 601.944.0113.

8. May I find out why my entry did not win?

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

9. 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.

AWARD CATEGORIES

ORGANIZATION

- **Premier Partner**– recognizes creative joint ventures between the Main Street organization and another local, community entity or entities (public or private). Ventures can be community events, programs or publications.
- **Outstanding Creative Fundraising** – 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.
- **Outstanding Marketing** – This award recognizes excellence in overall marketing by a downtown organization through its integrated communications efforts, including traditional and digital marketing (may include newsletter or news column, email and/or print newsletter, advertising campaigns, social media channels, and other media platforms). The overall marketing strategy should show how it is targeted, measurable and interactive.
- **Outstanding Community Education Campaign** – This award recognizes excellence in a targeted campaign that educates the community about a stream-lined effort to raise awareness on a particular aspect of a Main Street program, i.e. Farmers Market, community pride, beautification, Main Street advocacy, economic development, historic preservation, etc.

PROMOTION

- **Creative New Event** - This award recognizes the downtown organization that has created a quality creative event, generating traffic for the downtown. The activity must be a downtown organization event and includes festivals or other kinds of special events.
- **Outstanding Retail Promotion** – 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.

- **Outstanding Image Promotion** – This award recognizes the downtown organization or business that has developed an effective public relations piece or specific promotional campaign. Projects may include the creation of a logo, brochure, advertisement or image/branding promotion campaign or event that motivates the consumer and promotes community loyalty.

DESIGN

- **Outstanding Historic Rehabilitation Project** – This award is granted to an individual or business that has completed an outstanding historic rehabilitation project that continues 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 (including building facades). Must meet Secretary of Interior Standards for Rehabilitation.
- **Outstanding 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.
- **Outstanding Visual Merchandising** – This award recognizes excellence in visual merchandising in a retail business in a Main Street district.
- **Outstanding 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, measurable impact on downtown revitalization, including job creation and/or business expansion.

ECONOMIC VITALITY

- **Outstanding Business Retention/Recruitment Program** – 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.
- **Outstanding Adaptive Reuse 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.
- **Outstanding Economic Impact Project** - granted to an individual, business or municipality (or partnership of entities) that has undertaken a new development project within a downtown district. This project does not have to be “brick and mortar” but should improve quality of life and have a positive, measurable impact on downtown revitalization, including job creation and/or business expansion.
- **Outstanding New Business** – granted to a new business in a downtown district that contributes to excellence in downtown revitalization.
- **Outstanding Community Transformation Award** – This is an overall award that goes to a Main Street program that has achieved a successful, preservation-based downtown revival. The

Main Street program has accomplished major goals in downtown revitalization and has both qualitative and quantitative examples to show the measurable impact. A heavy emphasis should be placed on the human resources it took to accomplish the work.

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.

- **Main Street Trailblazer Award in memory of Paul Coggin** - 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.
- **Main Street Hero** - This award recognizes one outstanding community leader or public figure who has displayed an involved commitment to downtown and his or her Main Street program.
- **Main Street Excellence in Design Award in memory of Sam Kaye** - Sam was an architect and community leader who served Mississippi Main Street Association as a staff member and design consultant from 1994 until his passing 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.
- **Merchant of the Year** - This award recognizes one outstanding local business owner who has a flourishing and innovative business and displayed an involved commitment to downtown and his or her Main Street program.
- **Outstanding Main Street Director of the Year & Charles Beasley Scholarship Award** - Charlie Beasley was one of the founding members of MMSA and served on the Board and in various officer positions, including President. He was Board Member Emeritus at the time of his passing in 2007 and had served Main Street since its inception in 1989. This award is a \$1,500 scholarship to attend the National Main Streets Conference, given to a Main Street Director who has shown outstanding service to his or her community and Main Street program. The scholarship is awarded annually, and the MMSA Staff and Board select the recipient.

MISSISSIPPI MAIN STREET ASSOCIATION
2018
Award Nomination Form

A. Name of Entry (Project or individual): _____

B. Award Category (Check one): ___ Organization
 ___ Promotion
 ___ Design
 ___ Economic Vitality
 ___ Special Awards

C. Specific Award for which nominated: _____

D. Short Description of the Entry: **Limit to 150 words.** *Should your nomination receive the award, only this description will be used to describe the entry for the audience.*

E. Name of Submitter: _____

 Organization: _____

 Telephone: _____

 Email address: _____

 Mailing address: _____

F. Name the ONE individual who will accept the award at the luncheon, if chosen:

G. Local Media that should be informed if Award is selected (Company, Contact name, email and phone number):

Entries should be submitted via a Dropbox folder link with jeanniewaller@msmainstreet.com.

OR share **ALL ENTRIES MUST BE RECEIVED BY NOON on Friday, April 20, 2018.** ALL OTHERS WILL BE DEEMED INELIGIBLE. Thank you for nominating!