

Request for Nominations
"Excellence in Downtown Revitalization Awards"
Nominations due January 25, 2010

The Washington State Department of Commerce invites you to submit nominations for outstanding achievements in six areas important to comprehensive downtown revitalization efforts. Awards will be presented during a special banquet and celebration at the *24th Annual Downtown Revitalization Training Institute*, May 19-21, 2010 in Port Townsend, Washington. Anyone from a Downtown Tier System Network community may submit nominations. Visit www.downtown.wa.gov or call 360-725-4056 if you're not sure whether your community has signed into the Tier System.

A jury of downtown revitalization peers will review nominations to evaluate how the projects meet the criteria described under each category as well as the following general criteria:

IMPACT

Achieves maximum impact on a downtown or neighborhood commercial district

COST EFFECTIVENESS

Demonstrates efficient use of available local resources

LOCAL APPROPRIATENESS

Reinforces and capitalizes on the unique assets of the local community

For each nomination, provide the following information on 8 1/2 x 11 inch sheets. In addition to the information listed below, make sure and provide specific information requested in the award category descriptions found on page three. Please limit your written response for each nomination to four pages using a minimum of 11 point type.

General Information

- Award category.
- Name of nominee.
- Title of project or activity.
- Name, address, telephone number, and email address of person submitting nomination.
- Identify local media and provide fax numbers and email addresses so we can send a press release about award winners.
- Identify state legislative district(s) that serve your downtown.

Project Summary

In one paragraph, please provide a brief summary of the project or activity, including the project's purpose.

Project Background

Describe the need and context for the project or activity.

Project Description

Describe the activities that took place to achieve the final result or product. Include the project budget and timeframe.

Effectiveness

Describe the impact, cost, effectiveness, and local appropriateness of the project or activity.

Conclusions

Tell us why you believe this project should receive an award over other projects that may be submitted in this category.

SUBMITTAL INFORMATION

- Provide up to ten (10) digital images on CD for each nomination submitted. If necessary, please attach an 8 1/2 x 11 inch sheet with *brief* corresponding descriptions. Please do not insert pictures within the text portion of your nomination. Digital images submitted with your entries become the property of the Department of Commerce and may be used for future presentations and publications.
- Provide six (6) copies of each application and supporting materials described under the award category on page 3. Do not send cover letters or unrequested items. Note that only one set of digital images is required for each nomination.
- A DVD video clip of up to 3 minutes in length may be submitted in addition to the required materials when it is necessary to show the full scope (or ambiance) of the project. Videos submitted with your entries become the property of the Department of Commerce and may be used for future presentations.
- Fasten together application and supporting materials with a paper clip or staple. Remember, six sets of each nomination packet are required. If you are submitting nominations for more than one category in the same envelope, please group the nomination packets together by category. No folders, please.
- All nominations must arrive at the Department of Commerce **by 3 p.m. on January 25, 2010.** Late nominations will not be considered.

Address: Washington State Main Street Program/Department of Commerce
128 10th Ave. SW
PO Box 42525
Olympia, WA 98504-2525

(Hand-delivered nominations must be delivered to the fourth floor receptionist.)

- A maximum of two projects or activities may be nominated in each category.
- Each project or activity may only be nominated in one category.
- Projects or activities receiving awards in previous years are not eligible unless there have been substantial changes or additions made during the nomination timeframe.
- Faxed or emailed materials will not be accepted unless specifically requested by Commerce staff.
- Entries and supporting materials will not be returned.
- The jury reserves the right to eliminate categories if a reasonable number of worthy nominations have not been submitted in a given category.
- For purposes of this award, "downtown" is defined as the traditional, compact, pedestrian-oriented central commercial district of a community. Neighborhood commercial districts are also eligible to apply.

For additional information, contact Susan Kempf at 360-725-4056.

AWARD CATEGORY DESCRIPTIONS & SPECIFICS

To be eligible, all projects and activities must have taken place or have been completed between January 1, 2009 and January 15, 2010. Please see page one for general information to include with each nomination.

Outstanding Public Partner

This category recognizes excellence in public sector participation in a local downtown or neighborhood commercial district revitalization effort. Nominations should demonstrate that a public partner has gone "above and beyond" normal participation. This can include, but is not limited to: monetary, in-kind, staff, or legislative participation in a specific project or an on-going revitalization effort. Tell us about obstacles, hardships, or competing interests that were overcome, as well as the results, the quality of the partnership, and its effect.

Best Economic Restructuring Story

This award recognizes a special economic restructuring project or activity with involvement from a local economic development organization (i.e., downtown organization, chamber of commerce, EDC, local government) and takes place within a traditional downtown or neighborhood commercial district. Projects can include, but are not limited to: business recruitment or retention efforts, adaptive reuse, or special incentive programs. Be sure to describe how the project or activity was put together, its impact on the district including existing businesses, and other pertinent information including who was involved, and what was accomplished.

Outstanding Design Project

This award recognizes design excellence in a single construction or rehabilitation project and includes public or private projects. The physical design of the project should enhance the downtown or neighborhood commercial district in appearance or function. This category also includes other design related activities. Important factors are design quality, historic preservation, creativity, and impact within budget. We'd like to hear about the problems addressed, impacts created, funding source(s), participants and process, and special design considerations. Please include before and after photos. Tips: before/after shots are most effective when taken from the exact same location/angle. It is also sometimes helpful to show the project in context to its surroundings.

Business Success Story

This award honors a downtown or neighborhood commercial district business that has improved its volume of business through increased sales, product line, expansion, etc. by actively working with a local economic development organization (i.e., downtown organization, chamber of commerce, EDC, local government). Please include a written statement from the business owner stating how the local organization helped their business.

Outstanding Achievement in Promotion

This award recognizes excellence in promoting a downtown or neighborhood commercial district through creative and effective image campaigns, special events, retail sales, and other promotional projects that help spread the word about the community's center. Tell us about the cost, funding source(s), target audience, goal of the promotion, and the results. Describe the role of the business community before, during, and after the event (if applicable). Don't forget to mention significant in-kind donations and sponsorships. Please attach posters, brochures, flyers, and/or image materials produced as supporting material. Please do not attach newspaper articles.

Outstanding Special Project

Special Projects include fundraising activities, customer service programs, and other great projects or activities that don't fit into other categories. This award will recognize a special one-time project or activity that affects a downtown or neighborhood commercial district revitalization effort in some way. Tell us about the type of project (e.g. fundraiser), and the goals of the project and how they were met or exceeded. Be sure to describe how the project was organized, who was involved, the cost, and what was accomplished.