

CALL FOR ENTRIES

CT Main Street

Awards

of Excellence

2012



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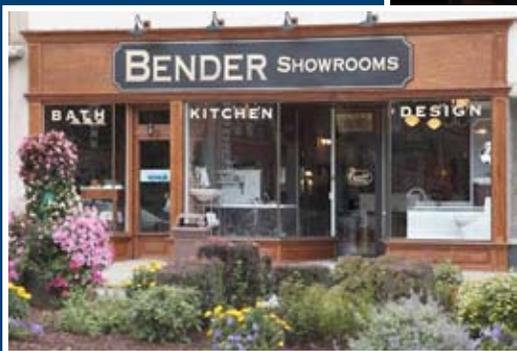
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Photos from 2011 Awards

1. New London Main Street Historic Waterfront District Gateways
2. Lyric Hall Conservation & Antiques, Westville Village-New Haven
3. John Dankosky, Host of WNPR's *Where We Live*
4. Bendor Showroom, Downtown Torrington
5. The Hodgson Building, Downtown Waterbury
6. Previews on Parade lunchtime audience, Downtown New London
7. Main Street Waterbury Board
8. Main Street Marketplace, Downtown Torrington
9. Arts-Culture-Torrington Commission
10. 2011 Awards Gala audience
11. Paul Mounds, Deputy State Director for U. S. Senator Richard Blumenthal
12. Ryan Bingham, Mayor of Torrington
13. U. S. Congressman Chris Murphy congratulates Simsbury High School documentary film makers on *MLK jr & the Morehouse Students in Simsbury*
14. Marilyn Risi, executive director, Upper Albany Main Street accepts 10 Year Award from John Simone

At Connecticut Main Street Center we help inspire great Connecticut downtowns, Main Street by Main Street. We serve as the champion and leading resource for vibrant and sustainable Main Streets as foundations for healthy communities.

We bring historic downtowns throughout Connecticut back to life by strengthening our downtowns and village centers. At the local level, we share our expertise and give people the tools to create powerful partnerships and vibrant communities. At the state level, we are the voice for programs and policies that advance the Main Street way of life in Connecticut.

Connecticut Main Street Center is making a stronger Connecticut, one downtown at a time!

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**Deadline:
March 13, 2012**

The CT Main Street Awards of Excellence annually celebrate the most successful and innovative efforts in Main Street Revitalization in Connecticut. Connecticut Main Street Center developed this program in 2003 to recognize outstanding projects, individuals and partnerships in community efforts to bring our traditional downtowns and neighborhood commercial districts back to life, socially and economically.

As award recipients your organization, your partners, and your community receive increased media attention from CMSC's promotion of winners, and the acknowledgement and recognition by the CT Main Street network, the State of Connecticut, the U.S. Legislature, and the public at the 2012 CT Main Street Awards Gala at Cheney Hall in Manchester, Connecticut.

- Partnerships ◆ Community
- Consensus ◆ Public
- Relations & Communications
- ◆ Master Planning ◆
- Building Rehabilitation ◆
- Historic Preservation ◆
- Adaptive Reuse ◆ Business
- Retention, Expansion &
- Attraction ◆ Image
- Enhancement ◆ Retail
- Promotion ◆ Special Events
- ◆ Business / Property
- Owner of the Year

Award Categories

Main Street Partnership

Entries should feature an initiative that is based on an extraordinary partnership with a public and/or private-sector entity (or entities) on cooperative efforts to positively impact the quality of life, the economic value, and image and use of the main street district. Examples include partnerships with place-based institutions (universities, hospitals, houses of worship, museums, large employers, etc.) or regional partnerships.

Community Consensus-Building

Entries should focus on public outreach, partnership development and efforts to engage the community in issues and initiatives that are intended to improve how the district looks and operates. These projects or initiatives need not be completed, as the emphasis is on facilitating dialogue, how it is being encouraged, and reaching consensus in establishing a vision for the district. Regional approaches are encouraged.

Public Relations & Communications

Submissions should focus on concerted efforts to creatively promote downtown businesses and events, while communicating the vision, mission, function and achievements of the organization. Examples include websites, electronic communications, annual reports, brochures, fundraising appeals, media coverage and other means of building organizational awareness of and commitment and support for main street revitalization.

Master Planning Main Street

Competitive entries will focus on planning efforts that have established a strategic position for main street while enhancing the urban design, physical function and economic vitality of the district. Entries should feature appropriate, sympathetic, attractive, and pedestrian-friendly improvements for public areas. A winning project should be one where public and/or private sector efforts resulted in the acquisition of funding, gaining broad-based community support, and implementing the project through quality design, workmanship and materials. Eligible entries include those that have been implemented as well as those that are fully designed but awaiting implementation.

Award Categories

Historic Preservation

Entries should feature community efforts to preserve and enliven a historic structure, landscape or natural asset in the main street district. The winning project will have received widespread community support and participation, with the goal of a quality improvement in the physical environment or the preservation of a community landmark. Eligible entries include those projects that have been implemented as well as those that are fully designed/studied but awaiting implementation.

The Secretary of the Interior's Standards for Rehabilitation will be employed in judging: http://www.nps.gov/hps/tps/standguide/rehab/rehab_standards.htm

Building Rehabilitation

Entries will show the commitment to the district by building owners who accomplish a rehabilitation project that may include extensive exterior and interior work. A winning project should be one whose design exhibits appropriate, sympathetic, and attractive improvements as well as compatibility with neighboring buildings. *Images are a critical component in evaluation of entries in this category.* *The Secretary of the Interior's Standards for Rehabilitation will be employed*

in judging: http://www.nps.gov/hps/tps/standguide/rehab/rehab_standards.htm

New Construction

Entries should include new construction of public facilities, commercial, residential, or mixed-use space that contributes substantial economic value to the district and aligns with the context of the surrounding environment.

Innovative Mobility

Submissions should illustrate projects that have used innovative solutions in public transportation, improving transit connections, or smart parking to physically enhance the district and increase user friendliness and economic vitality. Projects may include design improvements, facilities, management or marketing, or other activities that improve access. Eligible entries include those that have been implemented as well as those that are fully designed but awaiting implementation.

Award Categories

Beautification

Entries should feature attractive structural and landscaping improvements in the district which seasonally or permanently have improved the physical environment and helped foster civic pride. Nominated projects must be visually or physically accessible to the public. Narrative should address the maintenance plan for said improvements. Examples include trees or floral installations, park improvements or landscaping of residential, commercial or institutional buildings in the district.

Adaptive Re-use of a Building

Entries should feature projects that utilize new and/or alternative use of buildings in a mixed-use and/or mixed-income environment. This award honors building improvements that look beyond the outside of a building to include appropriate changes to the interior and upper floors, resulting in a dramatic effect on the physical quality and economic value of downtown space. Particular interest will be paid to those entries with a residential component on upper floors. *The Secretary of the Interior's Standards for Rehabilitation will be employed in judging:* http://www.nps.gov/hps/tps/standguide/rehab/rehab_standards.htm

Business Retention, Expansion and Attraction

Entries should present successful efforts and strategies to improve business retention and expansion and/or attracting new business to downtown, including recruiting new sectors of the economy. Examples include business incentive or training programs, business incubators or workforce development programs.

Main Street Business Owner of the Year

Entries should feature outstanding commitment, on the part of a downtown business owner, setting high standards for their own business as well as their overall impact on the district and involvement with local main street revitalization initiatives.

Image Enhancement

Entries should focus on programs that improve the image and vitality of the main street district. Competitive projects include events, plans or strategies that use print, electronic media or multi-media efforts to promote downtown.

Award Categories

Main Street Property Owner of the Year

Entries should feature a property owner who has shown outstanding commitment to high standards used in maintaining and/or redeveloping the physical property, attracting and retaining tenants who have contributed to enhanced street level activity, and endorsing and promoting the value of an economically vital district. Nominees should have distinguished themselves locally through their ongoing efforts and demonstrated results.

Special Event

Entries should present a special event with an original theme that promotes a positive image of the district with consideration given to those events that celebrate local history and culture. The event should be goal-oriented, target an appropriate audience, and demonstrate creativity. Particular interest will be paid to measures of success established for the event, and if those measures were met.

Retail Promotion

Entries should present a retail promotion which demonstrates direct financial benefit to downtown merchants. Competitive promotions should be goal-oriented, target an appropriate audience and demonstrate creativity. Targeted markets may be geographic, demographic or psychographic (sharing a particular consumer pattern).



12



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14

ENTRY PROCEDURES

Deadline: March 13, 2012

Please submit 5 hard-copy sets and 1 CD of the required materials (see list below).

The following is the checklist of items required for each entry:

■ **Entry Form (includes Project Summary)** – The form will ask you to submit information that includes a project description, funding, impact, participants and innovation and replication.

■ **Digital Images** – Six (6) to ten (10) digital images are required. The images and the project summary will be the primary means by which the jury will evaluate a project. Digital images should be submitted as a PowerPoint presentation, and should be properly titled.

■ **Supplemental Materials** – Additional attachments or graphic materials that help to describe the project are encouraged. May include executive summaries, brochures, press materials and testimonials.

■ **Letters of Support** – Strongly encouraged! Endorsements from community leaders and stakeholders are recommended.

ELIGIBILITY

All CT Main Street members-in-good-standing are eligible to submit award nominations. Unless otherwise indicated, projects must be 90-100% complete, in the period of January 1 – December 31, 2011, to be eligible for consideration. In a multi-phase project, completion of a major phase of the project is necessary for entry. Previous award-winning projects are not eligible in the same category.

JUDGING

Submissions will be judged on the following criteria:

Innovation — Does the project or program offer an innovative or unique approach to a main street management or development challenge?

Replication — Does the entry present a solution, process or idea that others could modify for their circumstances?

Representation — Is the project or program inclusive? Were partnerships (public and private) employed to get the job done? How was the community involved in the effort? (Please describe the history of the participation).

Sustainability – Where applicable, does the project incorporate sustainable building practices (including energy efficiency, water and resource conservation, sustainable or recycled products, indoor air quality, etc.)? Does the project incorporate sustainable planning & development practices (mixed-use / mixed-income, integration of land use & transportation, encouragement of cultural & social diversity, etc.)?

Outcome — Was the impact of the effort significant? How was it measured? Was it compared to an initial goal? Were the goals and objectives reached?

Entries will be reviewed and juried by a panel of professionals with broad and expert knowledge regarding the investment, complexity and value of community development and main street revitalization. The jury will choose winners based on the individual merit of an entry. While project budgets and community size will be noted, the jury members will seek to recognize those submissions that have best exemplified the five elements noted in the judging criteria.

The decisions of the jury are final. The jury reserves the right to move submissions to more appropriate categories, if necessary, or to decline to make an award in any particular category. All entrants will be notified of the results of the judging before May 1, 2012.

DEADLINE

Entries must be received in the CMSC office no later than 3:00 pm, Tuesday, March 13, 2012. Entries received after this time will not be considered.

Please mail your entries to: CT Main Street Center
c/o CL&P 34 Hopmeadow Street
Simsbury CT 06089
Phone: 860-251-2525