2015 CALL FOR ENTRIES

CT Main Street Awards of Excellence

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 CT Main Street Awards Gala on June 8, 2015 in Downtown New Britain.

JUDGING CRITERIA

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, to make multiple awards in a given category, or to decline to make an award in any particular category. All entrants will be notified of the results of the judging by mid-April 2015.

Eligibility and Submission Requirements

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, 2014, 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.

NOTE: All nominations will be sent electronically. Please make sure you have a completed nomination packet before attempting to send to CT Main Street Center. ***Please notify Kimberley Parsons-Whitaker when you are ready to upload your nomination materials. She will provide you with a link to send your nomination electronically.*** **Awards Nomination Deadline: Tuesday, March 10, 2015 by 3:00 pm.** Entries received after this time will not be considered.

For each award category nomination, please submit the required materials:

1) A PDF of the completed Entry Form
2) A PowerPoint file of 10-15 slides with captions (no animation or transitions)
3) A PDF of your supplemental materials & Letters of Support

Presentation of Awards

Presentation of awards will take place at the CT Main Street Awards Gala on June 8, 2015 in Downtown New Britain. Representatives from award-winning projects are expected to attend this event.

Awards Program Timeline

December 2, 2014	CALL FOR ENTRIES distributed to CT Main Street members-in-good-standing
March 10, 2015	DEADLINE for submissions – must be receive by CMSC by 3:00 PM
April tbd, 2015	Awards Jury Day – review and selection of winning projects
May 1, 2015	CMSC announces award winning projects to media
June 8, 2015	CT Main Street Awards Gala, Downtown New Britain

Questions? Call Kimberley Parsons-Whitaker at 860.280.2556 or email: kim@ctmainstreet.org

2015 AWARD CATEGORIES

You are strongly encouraged to consult with CT Main Street Center staff as you prepare your nominations.

Main Street Partnership

Entries should feature unique organizational approaches, projects, etc. that improve the effectiveness of downtown management organizations, based on *extraordinary partnerships and cooperative efforts* to positively impact the quality of life, the economic value, and the image and use of the Main Street district.

Economic and Business Development

Entries should present successful efforts and strategies that have improved business retention and expansion, and/or have attracted new businesses to Main Street, including recruiting new sectors of the economy.

Planning

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 while supporting livable downtowns. Eligible entries include those that have been implemented as well as those that are fully designed but await implementation – in which case broad-based community support should be in evidence.

Public Space

Entries should feature public space capital improvements that have enhanced the urban design, physical function, and economic vitality of downtown and the community. Evidence of appropriate, sympathetic, attractive, and pedestrian-friendly improvements for public areas is required.

Marketing and Communications

Entries should focus on programs that improve the image and vitality of the Main Street district, and should include plans or strategies that use multimedia efforts (print, electronic, social) to brand downtown as a live-work-play destination.

Events and Programming

Entries should focus on programs, activities and events that improved the image and vitality of downtown, with consideration given to those events that celebrate local history and culture. Must be goal-oriented, target an appropriate audience, and must demonstrate creativity. Particular interest will be paid to measures of success established for the programs/events, and if those measures were met.

Transportation

Entries should illustrate projects that have used innovative solutions in transportation, access, improving transit connections, smart parking or "complete streets" 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.

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 social entrepreneurship and community impact, as well as involvement with local Main Street revitalization initiatives.

Property Owner of the Year

Entries should feature a property owner who has shown outstanding commitment to high standards used in maintaining/improving 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. *NOTE: The CT Main Street Awards Jury will employ The Secretary of the Interior's Standards for Rehabilitation in the judging of improvements to historic buildings.*

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION

The Secretary of the Interior's Standards for Rehabilitation are ten basic principles created to help preserve the distinctive character of a historic building and its site, while allowing for reasonable change to meet new needs.
The Standards (**36 CFR Part 67**) apply to historic buildings of all periods, styles, types, materials, and sizes. They apply to both the exterior and the interior of historic buildings.

The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. Rehabilitation projects must meet the following Standards, as interpreted by the National Park Service, to qualify as "certified rehabilitations" eligible for the federal 20% rehabilitation tax credit.

The Standards are applied to projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.