CALL FOR ENTRIES

2015 CT Main Street Awards of Excellence
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!

PHOTOS FROM CT MAIN STREET AWARDS
1. ROIA Restaurant, New Haven, welcomes attendees
2. Carl Rosa, CEO of Main Street Waterbury, receives the 10 Year Award, 2014
4. Manchester recognized by Senator Chris Murphy, 2014
5. ROIA Restaurant in New Haven, site of 2014 Awards Gala
6. William Warner, AICP receives the CL&P Award, 2014
7. Dr. Richard Fichman, 2013 Business Owner of the Year
8. Main Street Marketplace, Downtown Torrington 2011
9. New Britain, Complete Streets Master Plan, 2014
10. 2014 Awards Gala audience
11. Commemorative Program Booklet, 2014 Awards Gala
12. John Dankosky, Host of WNPR’s Where We Live 2011
14. Main Street executives Marilyn Risi (left), Upper Albany Main Street, and Sarah Nielsen, Simsbury Main Street Partnership, 2009
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 2015 CT Main Street Awards Gala in Downtown New Britain.

Deadline: March 10, 2015

Main Street Partnership
- Economic & Business Development
- Planning
- Public Space
- Marketing & Communication
- Events & Programming
- Transportation
- Business Owner of the Year
- Property Owner of the Year
Award Categories

MAIN STREET PARTNERSHIP
Entries should feature unique organizational approaches and initiatives 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. 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, or 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 and events that improved the image and vitality of downtown, with consideration given to those events that celebrate local history and culture. Programs / events 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.
Award Categories

TRANSPORTATION
Entries should illustrate projects that have used innovative solutions in transportation, access, 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.

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.
ENTRY PROCEDURES
Deadline: March 10, 2015

All nominations will be sent electronically.*

For each award nomination, please prepare the required materials:

► Entry Form (includes Project Summary) – The form will ask you to submit information that includes a project description, funding, measurable results & impact, participants and innovation and replication. Tell a compelling story! Please save as a PDF file.

► Digital Images – 10-15 digital images are required. The images and the project summary will be the primary means by which the jury will evaluate a project. Before & after shots recommended where appropriate. Digital images should be properly titled and submitted as a PowerPoint file.

► Supplemental Materials & Letters of Support – Additional attachments or graphic materials that help to describe the project are encouraged. May include executive summaries, brochures, press materials and testimonials. Endorsements from community leaders and stakeholders are strongly recommended. Please compile and save as a PDF file.

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, 2014, to be eligible for consideration. In a multi-phase project, completion of a major phase of the project is necessary for entry. Nominate a project in one category only. Previous award-winning projects are not eligible in the same category.

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 (surveys, foot traffic, etc.)? Was it compared to an initial goal? Were the goals and objectives reached? How has it changed your community?

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 by mid-April 2015.

SUBMISSION INSTRUCTIONS
Entries must be received by CMSC no later than 3:00 pm, Tuesday, March 10, 2015. Entries received after this time will not be considered.

*Please notify kim@ctmainstreet.org when you are ready to upload your nomination materials. She will provide you with a link to send your nomination electronically.