## 

## STMS Award Nominations

**Overview:**

The NC Main Street & Rural Planning Center is proud to present the annual NC Small Town Main Street Awards competition, recognizing the hard work, dedication, and success of our NC Small Town Main Street communities and their achievements in the Four Points of the Main Street Approach® to downtown revitalization: Economic Vitality, Design, Promotion, and Organization.

**Entry Deadline:**

* ·September 29, 2023 | 5pm

**Awards Ceremony:**

* ·March 13, 2024 | Goldsboro

**Eligibility:**

* Any active Small Town Main Street community that met the statistics deadline for the most recent fiscal year
* Projects must have been completed within the past two years of the submission date

**Guidelines:**

* Each community may submit up to four nominations for downtown district projects
* A project may be entered in only one category
* The jury reserves the right to move an entry to a different category, if they believe there is a more appropriate fit
* The jury reserves the right to withhold an award in any category or to designate more than one winner if they deem appropriate
* Any previously nominated project that did not receive an award and still meets the two-year time limit may be resubmitted. We strongly suggest that you speak with the NC Main Street Director to find out why the previous nomination did not win before re-submitting
* All construction projects must meet the Secretary of the Interior’s Standards for Rehabilitation
* All materials will become property of the NC Main Street & Rural Planning Center
* Nominations must include the Small Town Main Street Coordinator’s electronic signature. By signing the online submission, the Small Town Main Street Coordinator acknowledges the submission is on behalf of their town/board of directors

**Instructions:**

* Download this packet
* Download the budget form
* Read the descriptions carefully and determine the category. PLEASE refer to the last pages of this document. You will find a detailed description of each category and how to determine the economic impact for each category.
* Use the downloaded packet to write your submission
* Use the downloaded budget form to capture the submission’s income and expenses
* Prior to online submission, make sure you stay within the word count, do a spell check, and then **have someone proof your submission**
* Block out at least 1 hour, per application to copy/paste the submission electronically. You will need to do this in one sitting
* Make sure your online nomination AND the supporting documents have been submitted online before the 5pm deadline

**The following pages are for you to type, edit, and proof your draft submission**

## Nomination Working Document

Please use this word document to write your submission. You will need to make sure that word counts are adhered to. Answer all questions in paragraph format – **no bullet points.** Please make sure you do a spell check AND have **someone else to proof the submission before submitting online**.

Once you feel satisfied with your submission, you will copy and paste your information from this document to the online submission form.

[Nomination-Small Town Main Street Award | NC Main Street (ncmainstreetandplanning.com)](https://www.ncmainstreetandplanning.com/nc-small-town-main-street-award)

**\*\*\*\* IMPORTANT \*\*\*\*** We have added additional text below to help you build a better submission. This additional text is not included in the online form. If you do not use the form below to write your submission, and just go directly to the online form, you will miss this key information. Without that, your submission will NOT be as strong, so please do not skip over doing the section below FIRST. You can then copy and paste when you are ready to submit online.

**Date of Submission:**

*Type here*

**Name of Project:**

NOTE: Think about this carefully. If you win an award, this is the name that will be on the certificate.

*Type here*

**Town Name:**

NOTE: Do NOT use “Town of” OR “City of” …. We sort by name only)

*Type here*

**Main Street Organization Name:**

*Type here*

**Program Director Name:**

*Type here*

**Program Director Email:**

*Type here*

**Program Director Phone:**

*Type here*

### **Select Award Category - (Only Choose ONE from the list)**

\_\_ Organization

\_\_ Promotion:

\_\_ Economic Vitality:

\_\_ Design:

**DID the project involve construction or alterations to a building?**

Yes

No

**IF the project involved construction or alterations to a building, check all that apply**

*\_\_\_ The project was a Historic Tax Credit Project*

*\_\_\_ Part 1 has been approved by the National Park Service*

*\_\_\_ Part 2 has been approved by the National Park Service*

*\_\_\_ Part 3 has been approved by the National Park Service*

*\_\_\_ Not a Historic Tax Credit Project*

**IF the project involved construction or alterations describe in detail HOW the project meets the Secretary of the Interior's Standards for Rehabilitation - 350 words or less**

*Type here*

**IF the project involved construction or alterations to a building, did the changes meet the Secretary of Interior’s Standards for Rehabilitation?**

NOTE: If you are not certain, please contact the architect for the project or your SHPO representative. Either will be able to tell you, but you MUST do this well in advance. [SHPO Contact Information](https://www.ncdcr.gov/about/history/division-historical-resources/state-historic-preservation-office/about-nchpo/hpo-staff#restoration-services-branch)

Yes

No

NA

**IF the project involved construction or alterations describe in detail HOW the project meets the Secretary of the Interior's Standards for Rehabilitation - 350 words or less**

NOTE: Below is an example of a previous award winner submission. This is the type of detail needed for the jury to be able to determine if your submission is eligible for an award.

*Thornwell Properties hired local architect Gray Stout, AIA who has over 25 years' experience in preservation, restoration, and adaptive reuse of numerous properties in downtown Morganton, Salisbury and Lincolnton. All the designs and construction were under the direction of Stout and Sybil Argintar, owner of Southeastern Preservation Services in Asheville, NC who specializes in technical advice relating to property rehabilitation. The renovation included the following aspects: The historic garage was preserved and retained as a functional private parking garage for residents; The front space retained the original pressed tin ceiling, mezzanines and balconies and terracotta tile floors; Original Tupelo tongue ­and ­groove flooring was preserved except in cases where deterioration created unsafe conditions; The second floor was repurposed for six residential units (three one bedroom and three two bedroom); Existing heavy timber framing on the second floor was preserved and left exposed; Existing masonry walls of the second floor were preserved and left exposed; New mechanical, electrical and plumbing systems were installed sensitively to protect and reflect the original architecture. Additionally, windows and doorways were preserved and protected, original masonry and decorative elements were cleaned, preserved, and protected, and any additional architectural elements required by code or purpose were designed to aesthetically match the original design. The project provides space for Thornwell Books, a new bookstore and coffee shop in downtown, Van Noppen Marketing, and six apartment units. Van Noppen Marketing was able to move from a former downtown location to 202 South Sterling Street and expanded their business and number of employees.*

*Type here*

**WHO were the specific partners involved in the project or event? Include property owners, developers, municipal or county agencies or organizations, another nonprofit, etc. Were there any consultants involved such as an architect, landscape architect, engineer, etc. that played a significant role in the project? - 100 words or less**

**NOTE:** We list the names of the business entities on the certificates and in the videos, therefore it is imperative that the names are accurate. List business names where appropriate, rather than individuals. Please double check the names that you have listed for spelling and accuracy.

***SAMPLE:*** *Thornwell Properties, LLC, Stout Studio Architecture, Southeastern Preservation Services*

*Type here*

**WHAT is the project? Describe it in detail - 350 words or less**

NOTE: Assume that the jury does not know anything about the project. If this was a rehabilitation, redevelopment, or an improvement project, describe the physical changes that were made. Include before and after photos to show the details.

*Type here*

**WHEN did the project begin?**

*Type here*

**WHEN was it completed?**

NOTE: Eligible projects must have been completed within two years of the submission date. Please give month and year for the beginning and the end of the project.

*Type here*

**WHERE is the specific site for the project (or where was the event) located?**

NOTE: Provide an address for the project. Include a map of the district showing the site location of the project on the map. If you are submitting an event, the address is not needed but you do need to show on a map that the event took place IN DOWNTOWN.

*Type here*

**WHY is this project a good example for other downtowns? - 350 words or less**

*NOTE:* Describe how this project is an exceptional STATEWIDE example for downtown revitalization. Please consider before you even nominate this project, that while this project may be a good local project, this nomination should represent the BEST statewide example. Keep in mind the following when answering: Can it be replicated? Does it demonstrate the highest quality? Is it scalable for any community? Did it tie back to your downtown vision? Did it have a measurable economic impact?

*Type here*

**HOW was the project accomplished? - 350 words or less**

NOTE: What were the key elements that brought this project to fruition. If it was a rehabilitation, redevelopment, or an improvement project, include any incentives that were used.

*Type here*

**HOW does this project fill a need in your downtown? - 350 words or less**

NOTE: HOW does this project relate to your economic development strategies or your vision for downtown?

*Type here*

**WHAT did the Main Street program do to assist in the project? (If any) - 350 words or less**

*Type here*

**ECONOMIC IMPACT: Briefly describe the economic, of this project, including any investment spurred, jobs created, and additional projects leveraged.**

**\*\* Refer to the following pages to find a category that best fits your project and information of how to measure the economic impact. -- 350 words or less**

NOTE: If you cannot measure the impact of the project through investment, jobs, retail sales activity, attendance, etc. you may want to wait a year to nominate the project.

*Type here*

**Additional Project Information:**

*Type here if needed*

**UPLOADS**

NOTE:  Please have the following documents finalized prior to online submission.  You will be required to upload each one.

**Budget:**

* Line-item project budget and total costs. If project materials were donated or in-kind, still indicate the approximate dollar value of the donation
* You must submit the budget on our standardized form

###### **Photos:**

###### Must submit a minimum of 10 and maximum of 20

###### Must be High resolution, at least 1024 x 768

###### Must Include at least one picture with people

###### Must be free of labeling, borders, timestamps on actual photo

###### Must show furniture in the photo, if submitting an upper story residential project

###### Must show before and after photo for any improvements made to buildings

###### Must be saved as numbered 1-20, followed by town name, followed by photo name

###### 1\_Golds\_Before\_Construc

###### 2\_Golds\_During\_Construc

###### 3\_Edenton\_Vol\_Ticket\_Booth

###### **Photo Script:**

###### Must be numbered 1-20 with photo name – MUST match up to the photos

###### **Downtown District Map:**

###### Must show the project/event location

###### **PROMOTION Category Nominations:**

###### Should upload files of printed/electronic promotional pieces such as brochures, rack card, newsletters, etc. If your project includes signs, banners or collateral items such as t-shirts, etc., include them as jpg photo images.

The following pages are to assist you in writing the economic impact of your submission.  These categories are for the Main Street Award submissions; however, you can find one that best fits your submission and gain some good insight on how to write a compelling economic impact for your Small Town Main Street submission.

**EV: BEST ECONOMIC DEVELOPMENT INCENTIVE**

Category Description: This award goes to the downtown development organization that created and implemented the most innovative incentive plan for its downtown district. Projects must take place in the downtown district and must help create a healthier downtown economic climate. Describe the need for this program and the economic impact of the incentive program for downtown. Include a program budget showing the source of the revenue and the anticipated annual expenditures. This incentive program must have been used to be eligible for an award.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: Increased private investment, building renovations and new businesses resulting from the incentive program, the increased tax base and utilities generated and any additional projects or incentive programs that were spurred as a result of this program.

**Previous Winner:**

2018 [Marion's Growing Entrepreneurs Marion (GEM)](https://www.ncmainstreetconference.com/blog/growing-entrepreneurs-marion-gem)

**EV: BEST ADAPTIVE REUSE PROJECT**

Category Description: This award is granted to the best adaptive reuse of a building. The project should involve a building that has outlived its former purpose and has been adapted for a new use that serves current demand. Projects must be in the downtown district. Describe the economic impact of the project for downtown and include a detailed budget for the redevelopment project. Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any.

Projects must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact. It will help if you include documentation from the State Historic Preservation Office that verifies this project does meet the Secretary of Interiors Standards.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased number of occupied square feet and the increased rental rate for the building, the increased number of businesses, upper story-residential units or jobs created because of the project and the increased tax base and utilities generated as a direct result of the improvement.

**Previous Winners:**

2021 [Salisbury’s 112-114 E. Innes St. Project Barnhardt Jewelers & Lofts on Innes](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-salisbury-1)

2021 [Oxford's Strong Arm Bakery](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-oxford)

[2020 Hendersonville’s Grey Hosiery Mill Reuse](https://www.ncmainstreetandplanning.com/post/grey-hosiery-mill-reuse)

[2020 Wake Forest’s Norse Brewing Company](https://www.ncmainstreetandplanning.com/post/norse-brewing-company)

**EV: BEST INFILL BUILDING PROJECT**

Category Description: This award will be granted to a local municipality, individual or business in recognition of an outstanding new building project within the downtown. The project should exhibit exceptional design quality and an appropriate relationship to its surrounding architecture. Include a project description and the history of the site. Describe the economic impact of the project for downtown and include a detailed budget for the project. Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Projects that are additions to existing historic structures must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact. It will help if you submit documentation attesting to the fact that this indeed meets Secretary of Interiors Standards if this is an addition to an historic structure.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The newly created square footage the rental rate for the building, the increased number of downtown businesses, upper story-residential units or jobs created because of the project and the increased tax base and utilities generated as a direct result of the improvement.

**Previous Winners:**

2018 [Brevard's 43 South Broad Development Project](https://www.ncmainstreetconference.com/blog/43-south-broad-development-project)

2016 [Concord’s New City Hall](https://www.ncmainstreetconference.com/blog/new-city-hall)

**EV: BEST UPPER STORY REDEVELOPMENT**

Category Description: This award honors the best example of upper story redevelopment, e.g., taking an upper floor space that has previously been vacant or used for warehousing and returning it to a productive use. Projects in this category will be judged on design quality as well as their ability to fill an existing need in the community. For the project to be eligible, the converted space must be occupied. Describe the economic impact of the project for downtown and include a detailed budget for the project. Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Projects must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased number of occupied square feet and the increased rental rate for the building, the increased number of businesses, upper story-residential units or jobs created because of the project and the increased tax base and utilities generated as a direct result of the improvement.

**Previous Winner:**

2016 [Belmont’s Revival - 35 North Main](https://www.ncmainstreetconference.com/blog/revival-35-north-main)

**EV: BEST ENDANGERED PROPERTIES RESCUE EFFORT**

Category Description: This award goes to an organization or community-wide effort that saved a structure of historical or architectural value from impending demolition. The structure must have been returned to a productive use that serves the community’s current needs, whether that use is different from or the same as the original. Both public and private properties are eligible, and the building must be in either the defined downtown district or an adjacent historic residential or historic commercial district. Describe the economic impact of the project for downtown and include a detailed budget for the project. Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Projects must meet the *Secretary of the Interior’s Standards for Rehabilitation*, and the nomination narrative must include a statement attesting to that fact.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The impact that the project will have on downtown, such as job creation, investment and other projects leveraged as a direct result of this project. Measure the dollars raised to save this property and/or the partners and volunteers that got involved with the rescue effort.

**Previous Winners:**

2020 [Lenoir’s The Stine’s Ice Cream Parlor Building](https://www.ncmainstreetandplanning.com/post/the-stine-s-ice-cream-parlor-building)

2019 [Lenoir’s Dayvault’s Drug Store Building](https://www.ncmainstreetandplanning.com/post/dayvault-s-drug-store-building)

2018 [Elkin's The Rock Facade "Make A Wish" Project](https://www.ncmainstreetconference.com/blog/the-rock-facade-make-a-wish-project)

**EV: BEST BUSINESS RETENTION, EXPANSION, OR RECRUITMENT EFFORT**

Category Description: This award goes to the best effort directed at retaining, expanding or recruiting a business. It must involve the identification of a need and the development of a comprehensive plan for securing or retaining a business or type of business. The nomination must describe the elements of the plan (contact with business owners, development of plans and drawings for potential sites, etc.) and the steps taken to achieve the goal. Eligible projects must be the result of an organized effort to gain or save a business and not the result of chance relocation.

**Measuring Economic Impact:** Measuring Economic Impact: Measure the following economic impact standards as applicable: The increased number of occupied square feet, the increased number of businesses or jobs retained or created because of the effort, and the increased tax base and utilities generated and any additional projects or efforts that were spurred as a result of this program.

**Previous Winner:**

2018 [Brevard's DDB Outdoors](https://www.ncmainstreetconference.com/blog/ddb-outdoors)

**DESIGN:  BEST FAÇADE REHABILITATION PROJECT FOR MORE THAN $15,000**

Category Description: This award recognizes the best façade rehabilitation project completed for more than

$15,000. The physical design of the façade should enhance the commercial district in appearance or function and encourage further design improvements. Projects must be in the downtown district; they also must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact. Include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Projects will be judged on design quality, proper preservation techniques, creativity, and economic impact within budgetary and other constraints.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable:

The increased number of occupied square feet and the increased rental rate for the building(s), the increased number of businesses, upper story-residential units or jobs created due to the renovation, the increased retail sales activities generated for the tenant businesses, the increased tax base and utilities generated and any additional projects that were spurred as a direct result of the rehabilitation.

**Previous Winner:**

2017 [Boone’s Appalachian Theatre of the High County](https://www.ncmainstreetconference.com/blog/appalachian-theatre-of-the-high-country-boone-nc)

**DESIGN:  BEST FAÇADE REHABILITATION PROJECT FOR $15,000 OR LESS**

Category Description: This award recognizes the best façade rehabilitation project completed for $15,000 or less. The physical design of the façade should enhance the commercial district in appearance or function and encourage further design improvements. Projects must be in the downtown district; they also must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact. Include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Projects will be judged on design quality, proper preservation techniques, creativity, and economic impact within budgetary and other constraints.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased number of occupied square feet and the increased rental rate for the building, the increased number of businesses, upper story-residential units or jobs created due to the renovation, the increased retail sales activities generated for the tenant businesses, the increased tax base and utilities generated and any additional projects that were spurred as a direct result of the rehabilitation.

**Previous Winner:**

2019 [Roxboro’s 111 N. Main Street Rehabilitation Project](https://www.ncmainstreetandplanning.com/post/111-n-main-street-rehabilitation-project)

**DESIGN:  BEST PUBLIC BUILDING IMPROVEMENT**

Category Description: This award goes to the municipality or Main Street organization that has designed and implemented attractive and sympathetic improvements for a downtown public building. Projects must be in the downtown district; they also must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact. Describe the economic impact of the project for downtown and include a detailed budget of the improvement project. Also include a description of the scope of the work, project

use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Entries in this category must contain a photo of ADA- accessible entrances.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased number of occupied square feet and the increased services offered by the public entity and jobs created due to the improvement and any additional projects that were spurred as a direct result of the project.

**Previous Winner:**

2016 [Lexington’s Restoration of the Old Davidson County Courthouse](https://www.ncmainstreetconference.com/blog/restoration-of-the-old-davidson-county-courthouse)

**DESIGN:  BEST OUTDOOR SPACE IMPROVEMENT**

Category Description: This award goes to the individual, municipality or Main Street organization that has designed and implemented improvements for a downtown public or private space. Improvements must be within the Main Street program area. Describe the economic impact of the project for downtown and include a detailed budget of the improvement project. Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased number of downtown activities and services offered in the space, increased foot traffic, customer traffic, automotive traffic or retail sales activity generated and any additional projects that were spurred as a direct result of the project.

**Previous Winners:**

2018 [Wilson's Vollis Simpson Whirligig Park](https://www.ncmainstreetconference.com/blog/vollis-simpson-whirlgig-park)

2018 [Mount Airy’s Whittling Wall](https://www.ncmainstreetconference.com/blog/the-whittling-wall)

2018 [Sanford's](https://www.ncmainstreetconference.com/blog/downtown-sanford-mural-trail) [Downtown Mural Trail](https://www.ncmainstreetconference.com/blog/downtown-sanford-mural-trail)

**DESIGN:  BEST HISTORIC REHABILITATION PROJECT**

Category Description: This award will highlight the work of an individual or business that has completed an outstanding historic rehabilitation project. The project must be in the downtown district and include exterior rehabilitation work. While not a requirement, it may also include interior work. Describe the economic impact of the project for downtown and include a detailed budget for the project.

Also include a description of the scope of the work, project use, any energy efficiency component of the project, names of person(s) responsible and project architect as well as Main Street’s role, if any. Projects must meet the Secretary of the Interior’s Standards for Rehabilitation, and the nomination narrative must include a statement attesting to that fact.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased number of occupied square feet and the increased rental rate for the building, the increased number of businesses, upper story-residential units or jobs created due to the renovation and the increased tax base and utilities generated as a direct result of the rehabilitation.

**Previous Winners:**

2021 [Morganton’s 202 South Serling](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-morganton)

2021 [Oxford’s The Orpheum](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-oxford-1)

2020 [Washington’s The Hackney](https://www.ncmainstreetandplanning.com/post/the-hackney)

2020 [Mount Airy’s The Spencer’s Loft Condominiums](https://www.ncmainstreetandplanning.com/post/the-spencer-s-loft-condominiums)

2018 [Elkin’s Reeves Theater](https://www.ncmainstreetandplanning.com/post/reeves-theater)

**PROMOTION:  BEST DOWNTOWN SPECIAL EVENT OR EVENT SERIES**

Category Description: This award recognizes an outstanding and creative downtown special event or event series. New and previously held events are eligible. Nominations should describe the theme and activities of the event or series. Projects will be judged on creativity, originality, authenticity, economic impact of the project for downtown, participation of the organizing team and “bang for the buck.” Describe the economic impact of the project for downtown and include a detailed budget for the event or series. Include electronic images of any event-related promotional materials including posters, flyers, brochures, postcards, etc.

(hard copies will not be accepted.)

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The number of event attendees, the increase in downtown foot traffic and retail sales activity, the number of hotel rooms occupied, the increase in tourists, automobile traffic counts or gasoline sales generated, downtown articles, ads, publications or website hits as a result, and measurables for increased interest in downtown investment or business activity as a result of the special event.

**Previous Winners:**

2021 [Wilson’s Electric Light Fantasy-A Holiday Laser & Music Extravaganza](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-wilson)

2020 [Salisbury’s Cheerwine Festival](https://www.ncmainstreetandplanning.com/post/the-2019-cheerwine-festival)

2019 [Forest City’s Cherry Bounce Festival](https://www.ncmainstreetandplanning.com/post/cherry-bounce-festival)

2019 [Lenoir’s NC Gravity Games](https://www.ncmainstreetandplanning.com/post/nc-gravity-games)

2019 [Marion’s WNC Bigfoot Festival](https://www.ncmainstreetandplanning.com/post/the-wnc-bigfoot-festival)

**PROMOTION:  BEST RETAIL PROMOTION**

Category Description: This award honors the best downtown retail sales promotion. It may be produced by either the local Main Street program or another organization if it is held entirely within the defined downtown district. The activity may be a cooperative promotion, designed to cluster and promote businesses; a cross promotion, designed to promote complimentary businesses, or a niche promotion, designed to attract a specific market to downtown businesses. Describe the economic impact of the project for downtown, demonstrating measurable increases in retail activity for a business or group of businesses. Include a detailed budget for the promotion. Include electronic images of any event-related promotional materials including posters, flyers, brochures, postcards, etc. (hard copies will not be accepted).

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The number of promotion participant, both participating businesses and attendees, the increase in downtown foot traffic and retail sales activity, the increase in downtown publicity, articles, ads, publications, or website hits as a result, and measurables for increased interest in downtown investment or business activity as a result of the retail promotion.

**Previous Winners:**

2020 [Belmont’s Al Fresco Dining](https://www.ncmainstreetandplanning.com/post/belmont-al-fresco-dining)

2019 [Fuquay-Varina's Quay Mini Golf Tournament](https://www.ncmainstreetandplanning.com/post/quay-mini-golf-tournament)

2018 [Morganton’s F.A.B. Crawl](https://www.ncmainstreetandplanning.com/post/f-a-b-crawl)

**PROMOTION:  BEST IMAGE-BUILDING CAMPAIGN**

Category Description: This award honors the best implemented image-building campaign for downtown. It must be a comprehensive effort with a direct message and identification of a target audience. The campaign may include the creation and implementation of a new downtown brand, a comprehensive approach to image advertising or collateral materials, or the creation of downtown image building events. The nomination should include the results of the effort. If outside consultants were used, they must be identified in the nomination. Include electronic images on the photo CDs of all visual elements of the campaign (hard copies will not be accepted).

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increased marketing images and pieces and the increased customer and visitors traffic generated because of the campaign. Measure the increased retail sales activity generated from the campaign, and/or the increased interest in downtown or public and private investment that is a direct result of the campaign.

**Previous Winners:**

2018 [Lenoir’s TOGETHER WE CREATE Downtown Lenoir Branding Campaign](https://www.ncmainstreetconference.com/blog/together-we-create-downtown-lenoir-branding-campaign)

2017 [Garner’s](https://www.ncmainstreetconference.com/blog/downtown-garner-branding-website-refresh) [Downtown Garner Branding & Website Refresh](https://www.ncmainstreetconference.com/blog/downtown-garner-branding-website-refresh)

2016 [Rutherfordton’s Town of Rutherfordton:](https://www.ncmainstreetconference.com/blog/town-of-rutherfordton-rebranding-and-revitalization) [Rebranding and Revitalization](https://www.ncmainstreetconference.com/blog/town-of-rutherfordton-rebranding-and-revitalization)

**ORG:  BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION**

Category Description: This award recognizes a creative and positive partnership between the local government and private sector. The nomination should thoroughly describe the project, goals, and outcomes as well as how the public and private sectors worked together. The nomination should describe how the project has made a significant contribution to the downtown area and demonstrate the positive economic impact it has had on downtown.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The number of public/private partnerships, dollars leveraged from the effort, additional projects spurred, the increase in downtown activity generated, and any additional increase in investment, businesses or jobs created directly from the effort.

**Previous Winners:**

2021 [Albemarle’s Pfeiffer University Center for Health Sciences](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-albemarle)

2021 [Laurinburg’s DAC/Scotland County Economic Development Corporation Partnership](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-laurinburg)

2021 [Salisbury’s Heart of Salisbury](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-salisbury)

2020 [Belmont’s TechWorks Gaston](https://www.ncmainstreetandplanning.com/post/techworks-gaston)

**ORG:  BEST HEALTHY COMMUNITY INITIATIVE**

Category Description: This award recognizes worthy examples of improving the health of the community through innovative initiatives in downtown. Healthy communities are places where all individuals have access to healthy built, social, economic, and natural environments that give them the opportunity to live their fullest potential regardless of their race, ethnicity, gender, income, age, abilities, or other socially defined circumstance. Your initiative may involve an effort to offer more healthy food options. Perhaps there was a significant increase in physical activity in downtown as a direct result of your environmental or infrastructure changes. Maybe your initiative created more opportunities for workforce housing or job opportunities Define your goals and outcomes and demonstrate the initiative’s positive economic impact on downtown. Nominations will be judged on their level of originality, inventiveness, and effectiveness.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increase in downtown activity generated directly because of the initiative.

**Previous Winners:**

None to date

**ORG:  BEST ECONOMIC RECOVERY INITIATIVE**

Category Description: This award recognizes worthy examples of improving the economic conditions of the community through innovative initiatives in downtown following a pandemic or a natural disaster. Your initiative may involve a program, project, or an action that was created to help stabilize or bring recovery to businesses and had a positive impact on the downtown economy. You may have created novel ways in which the community could safely come together, or businesses could increase sales or retain jobs. Define your goals and outcomes and demonstrate the initiative’s positive economic impact on downtown. Nominations will be judged on their level of originality, inventiveness, and effectiveness.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increase in downtown activity generated directly because of the initiative.

**Previous Winners:**

2021 [Brevard’s Transylvania Tomorrow](https://www.ncmainstreetandplanning.com/post/2021-award-of-merit-brevard)

2020 [Morganton’s Small Business Recovery Strategy](https://www.ncmainstreetandplanning.com/post/small-business-recovery-strategy)

2020 [Mount Airy’s Market Street Arts & Entertainment District](https://www.ncmainstreetandplanning.com/post/market-street-arts-entertainment-district)

2020 [Belmont’s Keep the Lights on in Belmont](https://www.ncmainstreetandplanning.com/post/keep-the-lights-on-in-belmont)

2020 [Hendersonville’s LoveHendo](https://www.ncmainstreetandplanning.com/post/lovehendo)

**ORG:** [**BEST PUBLIC RELATIONS EFFORT**](https://www.ncmainstreetconference.com/blog/lofts-29)

Category Description: [This award will be granted to the Main Street organization that has developed the most effective](https://www.ncmainstreetconference.com/blog/lofts-29) [public relations effort for “telling the story” of their downtown program and its successes. Entries](https://www.ncmainstreetconference.com/blog/lofts-29) [must involve a comprehensive communications approach, not just a single activity. The](https://www.ncmainstreetconference.com/blog/lofts-29) [nomination must provide a description of the effort, including the audience(s) to which it is](https://www.ncmainstreetconference.com/blog/lofts-29) [directed, the activities included in the plan and the positive outcomes resulting from the](https://www.ncmainstreetconference.com/blog/lofts-29) [implementation of this effort, such as increased foot traffic, more volunteers, etc.](https://www.ncmainstreetconference.com/blog/lofts-29)

[**Measuring Economic Impact:** Measure the following economic impact standards as applicable:](https://www.ncmainstreetconference.com/blog/lofts-29) [The increase number of human and financial resources for downtown, the increase in customer](https://www.ncmainstreetconference.com/blog/lofts-29) [and foot traffic, the increased interest in investment and new businesses, and the number of](https://www.ncmainstreetconference.com/blog/lofts-29) [presentations, articles or communications tools created, plus the number of hits, fans, or followers](https://www.ncmainstreetconference.com/blog/lofts-29) [generated from the effort.](https://www.ncmainstreetconference.com/blog/lofts-29)

**Previous Winner:**

2019 [Edenton’s Follow the Dollar](https://www.ncmainstreetandplanning.com/post/follow-the-dollar)

**ORG:  BEST FUNDRAISING EFFORT**

Category Description: This award will be granted to the Main Street organization that has displayed the most creativity in securing funds for its downtown projects. The fundraising effort should support project development, not general operations of the organization. Projects in which the organization used one source of revenue to leverage additional funding sources will make for the most competitive nominations. Include a description of the effort, the partners that were involved in the project, the scope of the fundraising plan and amount of money raised, the names of the person(s) responsible for the effort, a description of how the money raised will be used to implement projects for downtown and the impact that the fundraising effort has on downtown. Include a detailed budget for the project that identifies all sources of revenue secured.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The amount of funds raised, the projects leveraged as a direct result of this effort, and the impact that the fundraising effort has on downtown.

**Previous Winner:**

2016 [Cherryville’s Friends of Cherryville Fundraising Campaign](https://www.ncmainstreetconference.com/blog/friends-of-cherryville-fundraising-campaign)

**ORG:  BEST VOLUNTEER RECRUITMENT, TRAINING, AND RECOGNITION**

Category Description: This award recognizes the most creative volunteer recruitment, training and recognition program. The nomination should describe the goal of your volunteer program and the plan for meeting it. Describe your training methods and volunteer recognition plan. Board and committee members may be included in your volunteer effort, but the program must also have a component directed toward task volunteers – those individuals who may help put together your newsletter, assist in setting up for a festival, judge a contest, help in your office, etc. Explain the outcomes of the program and the impact it has had.

**Measuring Economic Impact:** Measure the following economic impact standards as applicable: The increase in the number of volunteers and the hours of volunteerism, the increased dollar value of the volunteers, and any direct measurables such as increased programs or projects that the organization was able to manage because of the volunteers.

**Previous Winners:**

2018 [Lenoir's Be A Part of What Makes This Work - Volunteer Development Program](https://www.ncmainstreetconference.com/blog/be-a-part-of-what-makes-this-work-volunteer-development-program),

2016 [Hendersonville’s Downtown Hendersonville’s “Friends of Downtown” Volunteers](https://www.ncmainstreetconference.com/blog/downtown-hendersonville-s-friends-of-downtown-volunteers)

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