



North Carolina  
**MAIN STREET**

## **STMS: Nomination Information Packet**

### **Overview:**

The NC Main Street & Rural Planning Center is proud to present the annual NC Main Street Awards competition, recognizing the hard work, dedication, and success of our NC 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:**

- October 6, 2020 | 5pm

### **Awards Ceremony:**

- March 10, 2021 | Statesville

### **Eligibility:**

- Any active NC 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
- Projects must have taken place in downtown

### **Nomination Categories: (Only Choose ONE from the list)**

- \_\_\_ Organization
- \_\_\_ Design
- \_\_\_ Promotion
- \_\_\_ Organization

### **Guidelines:**

- Each community may submit up to five 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 feel 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
- 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:

1. Print off the **Nomination Information Packet**
2. Download the **Nominations Worksheet Document**
3. Download the **Budget Form**
4. Read the descriptions in the **Nominations Information Packet** carefully and determine what category is the best fit for your project
5. Use the **Nominations Worksheet Document** to write your submission
6. Use the **Budget Form** to capture the submission's income and expenses
7. Prior to online submission, make sure you stay within the word count, do a spell check, and then have someone proof your submission
8. Block out at least 1 hour, per application to copy/paste the submission electronically. You will need to do this in one sitting

## Nomination Includes:

- Date of submission
- Name of Project (Think about this carefully. If you win an award, this is the name that will be on the certificate.
- Town Name (Do NOT put "City of" or "Town of" – Just type in the name)
- What is the name of the organization and/or town/city that is submitting this nomination?
- Program Director Name
- Program Director Email
- Program Director Phone
- If your project involves construction or alterations to a building, does the project meet the Secretary of the Interior's Standards for Rehabilitation?
- Select Award Category - (Only Choose ONE)

## Questions:

1. **What** is the project? Describe it in detail (250 words or less)
2. **How** was the project accomplished? (250 words or less)
3. **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? (250 words or less)
4. **When** did the project begin? When was the project completed?
5. **Where** is the specific site for the project (or where was the event) located?
6. **How** does this project fill a need in your downtown? (250 words or less)
7. **Why** is this project a good example for other downtowns? (250 words or less)
8. **Briefly describe the economic impact** of this project, including any investment spurred, jobs created, and additional projects leveraged. Refer to "Measuring Economic Impact for Main Street Awards" in the nomination instructions for guidelines by category. (250 words or less)
9. **Additional Project Information (Optional)**

## Uploaded Documents Include:

To complete your nomination, **ALL** the following documents **MUST** be uploaded during the time of submission

### 1. 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

### 2. 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
- ✓ Construction projects must include before AND after photos
- ✓ Must be saved as numbered 1-20, followed by town name, followed by photo name
  - 1 Goldsboro Parkview Building Before Construction
  - 2 Goldsboro Parkview Building During Construction
  - 3 Edenton Volunteers at Ticket Booth

### 3. Photo Script

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

### 4. Downtown District Map showing the project/event location

### 5. 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

## ORGANIZATION

This award recognizes a Small-Town Main Street community for using an innovative approach to build human and financial resources, through public/private partnerships to achieve a common vision.

Below are examples of projects that fall under this category.

- A creative public/private partnership between the local government and private sector that has made a significant contribution or improvement to the downtown area
- Communication or public relation efforts of your STMS committee that “tells the story” of the STMS program and its successes
- A successful and creative fundraising effort for STMS initiatives that had a positive impact on downtown
- A volunteer recruitment effort that significantly added to the human resources available to the STMS committee or a volunteer effort that went above and beyond the regular activities of the STMS committee to carry out an initiative that resulted in a significant improvement(s) in the downtown district

### **Measuring Economic Impact: Organization Initiative**

#### **Public-Private Partnership**

- Project that represents a creative partnership between a local government and the private sector. Measure the following economic impact standards as applicable: the number of public and private partnerships and 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.

#### **Healthy Community Initiative**

- Initiative that 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. Measure the following economic impact standards as applicable: The increase in downtown activity generated directly as a result of the initiative.

## Measuring Economic Impact: Organization Initiative – Continued

### **Economic Recovery Initiative**

- Initiative 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. Measure the following economic impact standards as applicable: The increase in downtown activity generated directly as a result of the initiative.

### **Social Justice Initiative**

- Initiative recognizes examples of improving the social justice of the community through innovative initiatives in downtown. Your initiative may involve a program, project, or an action that was created to make your downtown a more inclusive and welcoming environment. Maybe your initiative celebrated and created opportunities for minority owned businesses. Perhaps your community launched a practice to help downtown businesses and organizations strengthen racial equity and opportunity. Maybe you created an initiative that increased and celebrated diverse interaction in downtown. Measure the following economic impact standards as applicable: The increase in downtown activity generated directly as a result of the initiative.

### **Public Relations Effort**

- Project involving a comprehensive effort to improve communication about the downtown revitalization initiative through paid publicity, technology, and written and oral forms of communication. Measure the following economic impact standards as applicable: the increase in the number of human and/or financial resources for downtown, the increase in customer and foot traffic, the increased interest in investment and new businesses, the number of presentations, articles or communication tools created, and the number of hits, fans, or followers generated from the effort.

### **Fundraising Effort**

- Creative and effective initiative that secured funds for downtown projects. 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 had on downtown.

### **Volunteer Recruitment / Volunteer Effort**

- Initiative that either significantly added to the human resources available to the STMS committee or a volunteer effort that went above and beyond the regular activities of the STMS committee to carry out an impactful downtown initiative. Measure the following economic impact standards as applicable: the increase in the number of volunteers, volunteer hours, the additional monetary value of those hours (\$24.19/hr. for NC/2020) and any direct measurables such as increased programs or projects that the organization was able to manage because of the volunteers

## ECONOMIC VITALITY

This award recognizes a local government, organization, individual or business that has completed an initiative that has strengthened the economic assets of downtown and the community.

Below are examples of projects that fall under this category.

- A business retention, expansion or recruitment effort of an STMS community that demonstrates how this program helped to retain, expand or recruit a business or businesses to their downtown
- An innovative economic development incentive program that has helped to build a healthier downtown economic climate and business mix
- An adaptive reuse project involving a building that has outlived its former purpose and has been adapted for a new use that serves current demand\*
- An infill construction project (including additions to existing historic structures) demonstrating quality design and compatibility with your downtown's architecture and surroundings\*
- An upper story redevelopment (residential or otherwise) project where an upper floor space that has previously been vacant or used for warehousing has been returned to a productive use\*

### **Measuring Economic Impact: Economic Vitality Initiative**

#### **Economic Development Incentive Programs**

- Development/implementation of innovative and effective incentive program for the downtown district. 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.

#### **Adaptive Reuse**

- Project involving a building that has outlived its former purpose and has been adapted for a new use that serves current demand. 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 as a result of the project and the increased tax base and utilities generated as a direct result of the improvement.

#### **Infill Building**

- New building project within the downtown. 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 as a result of the project and the increased tax base and utilities generated as a direct result of the new construction.

## Measuring Economic Impact: Economic Vitality Initiative

### Upper Story Redevelopment

- Projects returning unused or underutilized upper story floors to productive use. 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 as a result of the project and the increased tax base and utilities generated as a direct result of the redevelopment.

### Business Retention, Expansion or Recruitment Effort

- Innovative downtown business retention, expansion or recruitment effort for the downtown district. 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 as a result 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.

## PROMOTION

This award recognizes a community, organization or committee that demonstrates how they have promoted and leveraged the most authentic assets of their community.

Below are examples of projects that fall under this category.

- A downtown special event or event series that exemplifies the authentic and creative assets of the community
- A retail promotion such as 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
- A branding or image-building activity or project that conveys a positive image and/or message for the downtown district. It should demonstrate a cohesive effort to raise awareness of the downtown. Activities that fall under branding/ image building include but are not limited to, the creation and implementation of a new downtown brand, collateral materials, brochures, newsletters, an advertising campaign promoting downtown or downtown image building events

### Measuring Economic Impact: Promotion Initiative

#### Downtown Special Event or Event Series

- Special event or event series exemplifying the authentic and creative assets of the community. 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.

#### Retail Promotion

- Project such as a cooperative promotion, cross promotion or niche promotion. Measure the following economic impact standards as applicable: the number of promotion participants, 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.

## Measuring Economic Impact: Promotion Initiative

### Branding and Image Building

- Activity or project that conveys a positive image and/or message for the downtown district and demonstrates a cohesive effort to raise awareness of the downtown. Measure the following economic impact standards as applicable: the increased marketing images and pieces, the increased customer and visitors' traffic generated as a result of the campaign, 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.

## DESIGN

This award recognizes a local government, organization, individual or business that has made aesthetic improvements to the downtown. The project must be compatible with traditional downtown design and provide a positive impact on the downtown business district. Projects must be located within the downtown district.

Below are examples of projects that fall under this category.

- A façade rehabilitation done by an individual or business that enhances the existing structure and the commercial district appearance\*
- A major building rehabilitation done by an individual or business, that through the use of quality design standards results in a structure that is visually appealing and compatible with the existing architecture of the commercial district\*
- An historic building rehabilitation completed by an individual or business that embodies the use of good historic preservation practices\*
- A public building improvement utilizing attractive design elements and incorporating sympathetic improvements for a downtown public building\*
- Public space improvements to a downtown public or private space, including, but not limited to, pocket parks, alleyway improvements, streetscape, green space or sidewalks/crosswalks. For this type of project, improvements must be within the STMS program area

### **Measuring Economic Impact: Design Initiative**

#### **Building Rehabilitation**

- Major building rehabilitation that is visually appealing and compatible with the existing architecture of the commercial district. 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.

#### **Historic Rehabilitation**

- Rehabilitation project on a historic building. 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.

## Measuring Economic Impact: Design Initiative

### Façade Rehabilitation

- Façade renovation project that enhances the existing structure and the commercial district appearance. 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.

### Public Building Improvement

- Project utilizing attractive design elements and incorporating sympathetic improvements to a downtown public building. 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.

### Outdoor Space Improvement

- Incorporates design improvements to downtown public or private spaces that enhance the downtown environment. 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.

