



North Carolina
MAIN STREET

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 2, 2019 | 5pm

Awards Ceremony:

- March 11, 2020 | New Bern

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

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 Main Street Director's electronic signature. By signing the online submission, the Main Street Director acknowledges the submission is on behalf of their town/board of directors

Instructions:

- Print off the **Nomination Information Packet**
- Download the **Nominations Worksheet Document**
- Download the **Budget Form**
- Read the descriptions in the **Nominations Information Packet** carefully and determine what category is the best fit for your project
- Use the **Nominations Worksheet Document** to write your submission
- Use the **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 mailed to us before the 5pm deadline

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.
- When did the project begin?
- When was the project completed?
- Town Name
- Main Street Organization Name
- 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)
- Describe where the specific site or event is located
- Describe the Project in Detail - 250 words or less
- Describe how the Main Street program was involved with the project, if applicable - 250 words or less
- Describe how the project was accomplished - 250 words or less
- Describe who were the specific partners involved in the project or event? Include property owners, developers, architects, local organizations, etc. - 250 words or less
- Describe how the project filled a need in your downtown - 250 words or less
- Describe why the project a good example for other downtowns - 250 words or less
- Describe the economic impact on the project - 250 words or less

Uploaded Documents Include:

To complete your nomination, ALL of the following documents MUST be mailed to Liz, postmarked by October 5

Mail Flash Stick To:

Liz Parham
Director, NC Main Street & Rural Planning Center
NC Department of Commerce
4346 Mail Service Center
Raleigh, NC 27699-4300

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
- ✓ Must be saved as numbered 1-20, followed by town name, followed by photo name
 - 1Goldsboro Parkview Building Before Construction
 - 2Goldsboro Parkview Building During Construction
 - 3Edenton 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.

ECONOMIC VITALITY

BEST ECONOMIC VITALITY INCENTIVE

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 in order 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: [Marion's Growing Entrepreneurs Marion \(GEM\)](#)

BEST ADAPTIVE REUSE PROJECT

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.

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 as a result of the project and the increased tax base and utilities generated as a direct result of the improvement.

Previous Winners: [Wake Forest's Unwined on White - 153 S. White Street](#), [Shelby's Historic Campbell Building](#), [Goldsboro's Old Fire Department Building Rescue](#), [Fuquay-Varina's Cultivate Coffee Renovation](#), [Wilson's South Street Visions, LLC](#) and [217 Brew Works](#), [Roxboro's Hall's Way](#), [Shelby's Newgrass Brewing Company](#), [Sanford's The Sanford Buggy Company](#)

BEST INFILL BUILDING PROJECT

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.

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 as a result of the project and the increased tax base and utilities generated as a direct result of the improvement.

Previous Winner: [Brevard's 43 South Broad Development Project](#), [Concord's New City Hall](#)

BEST UPPER STORY REDEVELOPMENT

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 as a result of the project and the increased tax base and utilities generated as a direct result of the improvement.

Previous Winners: [Belmont's Revival - 35 North Main](#)

BEST ENDANGERED PROPERTIES RESCUE EFFORT

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 Winner: [Elkin's The Rock Facade "Make A Wish" Project](#), [Goldsboro's John Street Properties](#)

BEST BUSINESS RETENTION, EXPANSION, OR RECRUITMENT EFFORT

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 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.

Previous Winner: [Brevard's DDB Outdoors](#), [Morganton's Food Matters Market](#)

BEST FAÇADE REHABILITATION PROJECT FOR MORE THAN \$15,000

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: [Boone's Appalachian Theatre of the High County](#)

BEST FAÇADE REHABILITATION PROJECT FOR \$15,000 OR LESS

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: [Smithfield's 224-228 E. Market Street](#)

BEST PUBLIC BUILDING IMPROVEMENT

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 Winners: [Lexington's Restoration of the Old Davidson County Courthouse](#)

BEST OUTDOOR SPACE IMPROVEMENT

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: [Wilson's Vollis Simpson Whirligig Park](#), [Mount Airy's Whittling Wall](#), [Sanford's Downtown Mural Trail](#), [Sanford's Downtown Streetscape Project](#), [Shelby's City Pavilion](#), [Bessemer City's Centennial Park Revitalization](#)

BEST HISTORIC REHABILITATION PROJECT

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: [Goldsboro's 151 North Center Street](#), [Elkin's Reeves Theater](#), [Wilson's City Administration Building in the Roundtree -Roney-Brett House](#), [Tryon's Rehabilitation of the Missildines, Bank and Jackson Buildings](#), [Goldsboro's Drug Company Building](#), [Elkin's Maggy's Place](#), [Garner's Full Bloom Coffee Roasters – Café' Renovation](#), [Hickory's Rehabilitation of the Lyerly Full Fashioned Mill](#)

BEST DOWNTOWN SPECIAL EVENT OR EVENT SERIES

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: [Mocksville's Twas the Night Before Bed Race](#), [Lenoir's Carolina Arts & Tattoos Gathering](#), [Elizabeth City's SPLASH Week](#), [Newton's Foothill Folk Art Festival](#)

BEST RETAIL PROMOTION

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 Winner: [Morganton's F.A.B. Crawl \(Food. Arts. Brews\)](#)

BEST IMAGE-BUILDING CAMPAIGN

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 as a result 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: [Lenoir's TOGETHER WE CREATE Downtown Lenoir Branding Campaign](#), [Garner's Downtown Garner Branding & Website Refresh](#), [Rutherfordton's Town of Rutherfordton: Rebranding and Revitalization](#)

ORGANIZATION

BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION

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: [Goldsboro's Made on Main](#), [Goldsboro's Goldsboro Pediatric Dentistry & Orthodontics](#), [Wake Forest's Friday Night on White](#), [Spruce Pine's Wayfinding Signage and Trail Marker Project](#), [Concord's Lofts 29](#)

BEST INNOVATION

This award recognizes worthy examples of innovation in a downtown. It may involve the new use of technology or green energy. It may be a new method to address parking issues. It may be a new marketing strategy. This is the "outside the box" category – a place where anything that doesn't fit somewhere else probably will. The nomination should thoroughly describe the project, goals and outcomes and demonstrate the project's positive economic impact on downtown. Nominations will be judged on their level of originality and inventiveness.

Measuring Economic Impact: Measure the following economic impact standards as applicable: The increase in downtown activity generated directly as a result of the innovation.

Previous Winner: [Lenoir's Moving Lenoir to the Second Floor](#), [Goldsboro's Cool Projects](#)

BEST PUBLIC RELATIONS EFFORT

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

Measuring Economic Impact: Measure the following economic impact standards as applicable: The increase number of human and financial resources for downtown, the increase in customer and foot traffic, the increased interest in investment and new businesses, and the number of presentations, articles or communications tools created, plus the number of hits, fans, or followers generated from the effort.

Previous Winners: [Morganton's Main Street Program Energizes Downtown](#)

ORGANIZATION

BEST FUNDRAISING EFFORT

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 Winners: [Cherryville's Friends of Cherryville Fundraising Campaign](#)

BEST VOLUNTEER RECRUITMENT, TRAINING, AND RECOGNITION

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 Winner: [Lenoir's Be A Part of What Makes This Work - Volunteer Development Program, Hendersonville's Downtown Hendersonville's "Friends of Downtown" Volunteers](#)