

NOMINATION & AWARD GUIDELINES

MAIN STREET OAKLAND COUNTY'S MAIN EVENT 2008 AWARDS

JUDGING: A panel of impartial judges, the majority from outside Oakland County, will be judging all nominations

Nomination packages will be judged on the following criteria:

- **Is the nomination for someone or something outstanding?**
- **Innovation:** Does the project or program offer an innovative or unique approach to a downtown management or development challenge?
- **Representation:** Is the project or program inclusive? Were partnerships (public and private) effective in getting the job done? Was the community involved in the effort? How? (Describe, not just list, the history of the participation).
- **Outcome:** Was the impact of the effort significant? How was it measured? Was it compared to an initial goal? Were the goals and objectives reached?

The decisions of the panel of judges are final. The panel of judges reserves the right to move submissions to more appropriate categories, if necessary, or to decline to make an award in any particular category.

ENTRY APPLICATION

See attached award category descriptions and nomination forms

- **Supporting documentation required for each nomination:**
 - Completed (type written) nomination form and accompanying narration sheets must be saved onto a labeled CD with name of community, year, category, and award (Example: Farmington08 Design Sign).**
 - Supporting Documentation required for each award listed on award description sheets for each category and individual nomination sheets for each award
 - All nominations must also include a description of:
 - who was involved in the project (including the number of volunteers involved), specific goals that were set and what was achieved in relation to this award, how the event/drive/project was organized, and why the DDA/Main Street program / committee / volunteer / or business is worthy of this award. (Description to be type-written on nomination form narration sheets; not to exceed two (2) pages)**
 - Six (6) to ten (10) digital photographs to accompany each nomination and labeled accordingly (with community name, year, category, and award) as the digital file name (example: Farmington08 Design Sign). Digital images must be saved in a high quality format for reproduction (300 dpi or higher resolution) onto a labeled CD and submitted with nomination package**
 - Include “before” and “after” images whenever appropriate. The visual impact of your project is a crucial factor in judging.
 - Supplemental Materials:
 - Additional attachments or graphic materials that help to describe the project are encouraged. Supplemental materials may include executive summaries, brochures, press materials, and testimonials.
- **ALL NOMINATION MATERIALS MUST BE RECEIVED BY MSOC NO LATER THAN SEPT. 16, 2008** –MAIL NOMINATION PACKAGE TO:
**JoAnn Browning, Oakland County Planning and Economic Development,
Bldg 41 W, 2100 Pontiac Lake Road, Waterford, MI 48328-0412**

If you have any questions contact MSOC staff (*copy all contacts on each email*):

JoAnn Browning (Email: browningj@oakgov.com / phone: 248.452.2166)

Julie Courtney (Email: courtnevj@oakgov.com / phone: 248.858.2033)

Bob Donohue (Email: donohuer@oakgov.com)