



**OAKLAND COUNTY**  
M I C H I G A N

**2011**  
**AWARDS**



**Nomination Packet**

# TABLE OF CONTENTS

<b><u>INTRODUCTION</u></b> .....	<b>3</b>
<b><u>NOMINATION GUIDELINES</u></b> .....	<b>4</b>
<b><u>AWARD JUDGING GUIDELINES</u></b> .....	<b>5</b>
<b><i>AWARDS DESCRIPTIONS:</i></b>	
<b><u>SPECIAL AWARDS</u></b>	
○ Outstanding Preservation Success Story Award.....	<b>6</b>
○ Outstanding Volunteer of the Year Award.....	<b>6</b>
○ Outstanding Board Member of the Year Award.....	<b>7</b>
○ Outstanding Main Street Business of the Year Award.....	<b>7</b>
<b><u>ORGANIZATION</u></b>	
○ Outstanding Private / Public Partnership Award.....	<b>8</b>
○ Outstanding Fundraising Project Award.....	<b>8</b>
○ Outstanding Public Relations Effort Award.....	<b>8</b>
○ Outstanding Volunteer Recruitment, Training, and Recognition Effort Award.....	<b>9</b>
<b><u>PROMOTION</u></b>	
○ Outstanding Promotional Design Piece Award.....	<b>10</b>
○ Outstanding Special Event Award.....	<b>10</b>
○ Outstanding Retail Event Award.....	<b>11</b>
○ Outstanding Event Series Award.....	<b>11</b>
○ Outstanding Brand & Imaging Campaign Effort / Strategy Award.....	<b>12</b>

***AWARDS DESCRIPTIONS (continued):***

**DESIGN**

- **Outstanding Sign Award.....13**
- **Outstanding Façade / Building Rehabilitation Under \$10,000 Award.....13**
- **Outstanding Façade / Building Rehabilitation Between \$10,000-\$50,000 Award.....14**
- **Outstanding Façade / Building Rehabilitation Over \$50,000 Award.....14**
- **Outstanding Public Improvement Project Award.....15**
- **Outstanding Adaptive Use of a Building Award.....15**
- **Outstanding New Construction Project Award.....16**

**ECONOMIC RESTRUCTURING**

- **Outstanding Business Development Incentive Program Award.....17**
- **Outstanding Business Retention / Expansion Award.....17**
- **Outstanding Business Recruitment Award.....17**

**NOMINATION FORM.....I - V**

## **INTRODUCTION**

### ***MAIN STREET OAKLAND COUNTY'S 2011 AWARDS***

Main Street Oakland County instituted a new awards program in 2008. This new awards program recognizes excellence in downtown revitalization in five categories (Special, Organization, Promotion, Design, and Economic Restructuring) and has been designed to:

- be more educational, providing outstanding examples in the Main Street Four Points
- spotlight and provide more benefit to the Main Street communities, volunteers, and businesses
- more significantly honor the awardees with beautifully customized awards, featuring a handcrafted tile from Pewabic Pottery of Detroit, Michigan

*Only the officially designated Main Street Oakland County (MSOC) Communities may submit nominations.* Nominations submitted by your MSOC community should only be submitted for the awards that represent what your DDA / Main Street program is most proud of. Also, Main Street Managers should engage committees and volunteers in completing nominations.

***MSOC 2011 Awards to be presented at the Main Event, May 4, 2012.***

***New this year:***

**THE ATTACHED NOMINATION FORM MUST BE COMPLETED AND SUBMITTED WITH NOMINATION (in hard copy and digital format). ALL NOMINATION MATERIALS MUST BE SUBMITTED IN (1) BINDER, AND DIGITAL FILES OF ALL NOMINATION MATERIALS SHOULD BE SUBMITTED ON AN ACCOMPANYING CD.**

**IN ADDITION, NOMINATIONS WILL BE JUDGED ON A POINT SYSTEM ASSIGNED TO THE FOUR CRITERIA (see page 5).**

Please find more instructions under Guidelines on page 4 and Judging Guidelines on page 5.

**ALL NOMINATION MATERIALS MUST BE RECEIVED BY MSOC NO LATER THAN DECEMBER 5, 2011 BY 5 PM.**

MAIL OR DELIVER NOMINATION PACKAGE TO:

**Bob Donohue**

**Oakland County Planning and Economic Development**

**2100 Pontiac Lake Road, Bldg 41 W**

**Waterford, MI 48328-0412**

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

-JoAnn Browning (Email: [browningj@oakgov.com](mailto:browningj@oakgov.com) / phone: 248.452.2166)

-Bob Donohue (Email: [donohue@oakgov.com](mailto:donohue@oakgov.com))

-For design related questions only, please include:

Ron Campbell (Email: [campbellr@oakgov.com](mailto:campbellr@oakgov.com) / phone: 248.858.5436)

# **NOMINATION GUIDELINES**

## **MAIN STREET OAKLAND COUNTY'S 2011 AWARDS**

*See also Award Judging Guidelines,  
Award Descriptions (for each of the five categories), and the Nomination Form*

Up to one (1) nomination for each award in each of the five categories will be selected by a panel of judges, unless otherwise deemed appropriate by the panel.

### **Eligibility:**

- ▶ *Only the officially designated Main Street Oakland County (MSOC) Communities may submit nominations.*
- ▶ Project, effort, or partnership must have occurred during **January 2009 to December 1, 2011** and may have a multi-year history (this should be indicated in the narrative).

### **DOCUMENTATION REQUIRED FOR EACH NOMINATION**

**EACH NOMINATION MUST BE SUBMITTED IN A BINDER WITH ALL DOCUMENTATION ORGANIZED TO INCLUDE THE FOLLOWING:**

□ **Nomination Form and Narration:**

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: Holly11\_Design Sign).

□ **Narration must include a description of the following (in addition to any details required under the listed Supporting Documentation for each award):**

- Who was involved in the project and 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 implemented (if applicable, include details on budget, attendance / distribution numbers, resources (partners / design firms) used)
- Why the DDA / Main Street program / committee / volunteer / or business is worthy of this award.

*Narration description to be type-written on nomination form narration sheets, not to exceed two (2) pages, using twelve point font and a minimum of 1" margins.*

□ **Nomination Summary:**

Provide five (5) bullet points that convince the judges of why this nomination should receive an award. These points will be used for a possible award presentation and publicity.

□ **Photographs:**

A minimum of four (4) to a maximum of ten (10) digital photographs must accompany each nomination in both hard and digital copy.\* Labeling all photos accordingly is helpful for identification purposes.

*\*Digital images must be in a high quality format for reproduction (300 dpi or higher resolution) and saved onto a labeled CD (with community name, year, category, and award) and submitted with nomination binder.*

□ **Supporting Documentation:**

Provide relevant support materials (items listed under Supporting Documentation and Additional Requirements) with each award description. Hard copies of all supporting documentation should be provided and organized in the nomination binder. Digital copies should be included on the accompanying CD.

### **\*Incomplete nominations will be disqualified\***

**ALL NOMINATION MATERIALS MUST BE RECEIVED BY MSOC NO LATER THAN  
DECEMBER 5, 2011 BY 5 pm**

**MAIL OR DELIVER NOMINATION PACKAGE TO:  
Bob Donohue, Oakland County Planning and Economic Development,  
2100 Pontiac Lake Road, Bldg 41 W, Waterford, MI 48328-0412**

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**AWARD JUDGING GUIDELINES  
MAIN STREET OAKLAND COUNTY'S 2011 AWARDS**

<b>CRITERIA</b>	
<b>Nomination packages will be judged on the following four criteria, with each criterion valued up to 25 points for a total score of up to 100 points:</b>	
➤ <b>25 points</b>	<b>Significance:</b> Is the nomination for someone or something <i>outstanding</i> ?
➤ <b>25 points</b>	<b>Innovation:</b> Does the project or program offer an innovative or unique approach to a downtown management or development challenge?
➤ <b>25 points</b>	<b>Representation:</b> Is the project or program inclusive: were new alliances formed while working on the project, were partnerships (public and private) effective in getting the job done, was the appropriate Main Street Committee(s) involved, and was the community involved in the effort? How? (Describe, not just list, the history of the participation).
➤ <b>25 points</b>	<b>Outcome:</b> 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 National Main Street Program is a trademarked historic preservation based economic strategy. Judging of nominations is based on the quality of the effort, program or project, not solely on cost. Preference is given to projects which may serve as models for other Main Street communities.*

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

**See also:**

***Main Street Oakland County 2011 Nomination Guidelines on page 4,  
Award Descriptions (for each of the five categories),  
and the Nomination Form.***

*New this year:*

**ATTACHED NOMINATION FORM MUST BE COMPLETED AND SUBMITTED WITH NOMINATION (in hard copy and digital format). ALL NOMINATION MATERIALS MUST BE SUBMITTED IN A BINDER AND DIGITAL FILES OF NOMINATION MATERIALS SHOULD BE SUBMITTED ON AN ACCOMPANYING CD.**

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## **SPECIAL AWARDS CATEGORY (Four Awards)**

### ***Outstanding Preservation Success Story Award***

This award honors community efforts to preserve community identity through the preservation, rehabilitation, or restoration of a significant or endangered building, structure, element, or landscape in downtown. Projects in this category will have received widespread community support and participation, and should have resulted in a quality improvement of the physical environment in downtown. Compliance with the Secretary of the Interior's Standards for Rehabilitation will be employed in judging.

***Examples:*** Restoration of a train depot, protection of a local landmark or statue, protection or restoration of a ghost sign, historic fencing or paving (brick pavers), or protection of historic parklands.

***Supporting Documentation:*** Before and after images\* in of the project, preservation funding sources, copies of literature/research materials, newspaper clippings, collaboration with historic preservation entities, and a description of Main Street program's role in the project.

*Please see accompanying nomination form.*

### ***Outstanding Volunteer of the Year Award***

This award will honor one special individual who has invested considerable personal time and energy to a local Main Street community during January 2009 to December 1, 2011. This may be any member of a Main Street community currently serving on the Board of Directors, Main Street Committees, or working on a Main Street project or downtown event. Eligible volunteers may include a merchant, businessperson, or a resident.

***Supporting Documentation:*** A type-written paragraph describing the length of time and in what capacity/capacities the individual has served, how many volunteer hours the person has contributed, and any other supporting materials.

***Additional Requirements:*** Provide a digital image\* of this volunteer at work for Main Street in the overall nomination package. In addition, provide a type-written thank you note in hard copy on your program's letterhead (one page or less) to this individual for inclusion in their certificate folder.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Special Awards Category**

**Main Street Oakland County 2011 Awards Description** - Awards to be presented at the Main Event, May 4, 2012

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***Outstanding Board Member of the Year Award***

This individual must have served for at least one year as a DDA/Main Street Board Member, committed much time and energy, furthered the overall downtown revitalization program, and chaired or served on a Main Street committee for at least one year. This can be a current or retired DDA/Main Street Board Member, who has served at least a one-year term on the board, sometime during January 2009 to December 1, 2011.

***Supporting Documentation:*** A type-written paragraph describing the length of time and in what capacity/capacities the individual has served, how many volunteer hours the person has contributed, and any other supporting materials.

***Additional Requirements:*** Provide a digital image\* of this volunteer at work for Main Street in the overall nomination package. In addition, provide a type-written thank you note in hard copy on your program's letterhead (one page or less) to this individual for inclusion in their certificate folder.

*Please see accompanying nomination form.*

***Outstanding Main Street Business of the Year Award***

This award recognizes an outstanding business within the boundaries of the downtown and improvements made during January 2009 to December 1, 2011. This may include enhancements to the business operationally or physically, commitment to advertising and promotion, participation in downtown events (retail or special), effective and attractive displays,

e-commerce or e-marketing initiatives, community service and involvement, and improved bottom line. This business also exhibits a spirit of cooperation and a willingness to help other businesses.

***Examples:*** A retailer, who brings in their own line of product, launches an advertising campaign, excels in visual merchandising (display windows and store interior), has a website and increased sales for the year, the business has a positive and dynamic impact on the community, and ends the year in the black.

***Supporting Documentation:*** Testimonials, photos of the business and its initiatives, images\* of any relevance, newspaper stories, copies of ad runs, etc.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Organization Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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**ORGANIZATION CATEGORY  
(Four Awards)**

***Outstanding Private / Public Partnership Award***

This award honors a Main Street organization that has established a strong partnership with public and / or private entities (may involve other organizations) on cooperative and measurable downtown revitalization efforts.

**Examples:** A partnership activity involving cash and/or in-kind services for the DDA/Main Street program with a city/village/or township, church, historical society, hospital, school district, bank, utility company, civic organizations (Rotary, Chamber), local or regional environmental groups, etc.

**Supporting Documentation:** Copies of newspaper clippings, promotional materials, literature, budget information, and images in hard copy and digital format\*.

*Please see accompanying nomination form.*

***Outstanding Fundraising Project Award***

This award honors a Main Street community exhibiting resourcefulness, innovation, and success in securing funds for the DDA/ Main Street program or a specific downtown project.

**Examples:** Single event, fundraising campaign (cash and in-kind contributions), merchandise sales, capital campaign, project sponsorship request, etc.

**Supporting Documentation:** Financials, including project costs; gross and net proceeds; copies of all related literature, materials, newspaper clippings, number of volunteers involved, dollar spent on the event or project, and amounts raised, and images in hard copy and digital format\*.

*Please see accompanying nomination form.*

***Outstanding Public Relations Effort Award***

This award recognizes a Main Street effort to promote the DDA / Main Street program's visibility and purpose. A Main Street community with an ongoing, annual *comprehensive* public relations effort will score better than a single event or one-time effort. Include any samples and/or materials that acknowledge the DDA / Main Street program's involvement with Main Street Oakland County.

**Examples:** A community newsletter, website(s), press releases, or other activities that increase organizational prominence within the community, region, or state.

**Supporting Documentation:** Copies of all related literature, materials, newspaper clippings, or images in hard copy and digital format\* of the project.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Organization Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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***Outstanding Volunteer Recruitment, Training, and Recognition Effort Award***

This award recognizes a Main Street community's effort to recruit, train, and recognize all volunteers. Volunteers include members of DDA / Main Street committees, Board of Directors, and others who work on specific projects or events.

**Examples:** Effective, strong boards and committees, a committee recruitment event, membership drive, efforts related to recruitment, orientation, training, and recognition events (awards, volunteer mixers / reception / or thank you parties) and ongoing volunteer recognition throughout the year, and efforts to further professional growth of the board and committees.

**Supporting Documentation:** Copies of all related literature, materials, newspaper clippings, attendance at trainings, number of volunteers recruited, approximate dollar value of their time (assume \$19.79 x each volunteer hour/ per person), or images in hard copy and digital format\* of the volunteers participating in a project (*photos of your volunteers in action, volunteers at a recognition event or in training are highly recommended*).

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Promotion Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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**PROMOTION CATEGORY  
(Five Awards)**

***Outstanding Promotional Design Piece Award***

This award honors a DDA/Main Street Program or committee that has developed effective, well-designed, illustrative, unique, or creative support materials used to present all aspects of their downtown to the public. This must be a DDA/Main Street sponsored publication.

***Examples:*** Promotional pieces for the downtown include co-op advertisements (newspaper, magazine, radio, and/or TV), newsletters, website or web resources, historical walking tours, annual reports, business recruitment kits, calendars, direct mail piece, magazine, t-shirt, etc.

***Supporting Documentation:*** Provide one original copy and digital images\* of any printed publication nominated and other related materials. Images in hard copy and digital format\* of how or where the promotional piece is being used could also be included. In addition, a type-written description of the overall objectives for the piece and how they were met must be included (could include circulation / distribution statistics, number of websites hits, air times, and demographics reached).

*Please see accompanying nomination form.*

***Outstanding Special Event Award***

This award recognizes a single special event or festival, organized and coordinated by the DDA / Main Street program that has a general community focus, has built traffic, and benefited the downtown. The event should be goal orientated, target an appropriate audience, and demonstrate creativity.

***Examples:*** Festival, parade, or a downtown celebration or themed event unique to the community.

***Supporting Documentation:*** Work plans, brochures, flyers, newspaper clippings, press releases, visuals in hard copy and digital format\*, promotional items, estimated attendance figures and completed event evaluation forms from event, and photos in hard copy and digital format\* from the event (*images of people in action are highly recommended*).

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Promotion Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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***Outstanding Retail Event Award***

This award recognizes a retail event or sale, organized and coordinated by the DDA/Main Street program, which demonstrates direct financial benefit to downtown merchants. In other words, an event that “made the cash registers ring.” The event should be goal orientated, target an appropriate audience, and demonstrate creativity. The retail event may recognize a single or ongoing retail promotion activity that targets a specific market. Targeted markets may be geographic, demographic, or psycho-graphic (sharing a particular consumer behavior pattern).

**Examples:** A show and sale spotlighting retailers involved in all aspects of wedding planning or other business clusters (home furnishings, sporting goods, art, etc.), extended hours promotions, or other retail event that targets different segments in the trade area.

**Supporting Documentation:** Must provide quantitative economic impact figures from merchants participating in the event detailing a comparison of typical vs. event receipts, testimonials from retailers about the event and / or event evaluations. Work plans, brochures, flyers, newspaper clippings, advertising pieces, press releases, promotional items, estimated attendance figures, and photos in hard copy and digital format\*of the event.

*Please see accompanying nomination form.*

***Outstanding Event Series Award***

This award recognizes an event that occurs at least three times annually, is organized and coordinated by the DDA/Main Street program, and has built traffic and benefited downtown. The event should be goal orientated, target an appropriate audience, and demonstrate creativity.

**Examples:** A summer concert series, Farmer’s Market, downtown cleanups, gallery walks, or other events.

**Supporting Documentation:** Brochures, flyers, newspaper clippings, advertising pieces, press releases, visuals in hard copy and digital format\*, promotional items, estimated attendance figures and/or economic impact figures from merchants participating in the event, and photos in hard copy and digital format\*of the event.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Promotion Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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***Outstanding Brand & Imaging Campaign Effort / Strategy Award***

This award recognizes DDA / Main Street organizations in their efforts to improve the image and public perception of the downtown (as opposed to promotion of the DDA/Main Street program itself).

***Examples:*** Creative development and use of downtown logo or slogan, brochure/map detailing downtown business locations, a web page, promotional calendar, posters, T-shirts, general image ads in local or area media, etc.

***Supporting Documentation:*** Work plans, brochures, flyers, newspaper clippings, advertising pieces, press releases, visuals in hard copy and digital format\*, promotional items, estimated increased activity, impact figures from merchants participating, etc.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Design Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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## **DESIGN CATEGORY (Seven Awards)**

***Please include for all Design nominations:***

-Good photographs that clearly show the projects, including a variety of “before” views to compare with the “after” shots submitted

-Name and office location of the architect / designer / contractor / sign fabricator should be listed in the nomination narration

### ***Outstanding Sign Award***

This award honors a quality new or restored sign that projects appropriate business (or community) identity. The design should include suitable colors, be legible, express via text or graphics the business, organization, or entity it represents, and what it offers. Additionally, consideration must be demonstrated with regards to sign placement and proportion relative to the building, street etc. Back-lighted box signs or back-lighted awnings are not eligible.

***Examples:*** A new sign that vastly improves the overall appearance of the business and surrounding area, a new gateway sign entering a community or Main Street / downtown district, historic signage that is restored, or the reconstruction of historic signage that no longer exists, etc.

***Supporting Documentation:*** Before and after visuals\* of the project, cost figures, funding sources, design renderings, and a description of the DDA / Main Street’s role in the project.

*Please see accompanying nomination form.*

### ***Outstanding Façade / Building Rehabilitation Under \$10,000 Award***

This award honors a cost-effective building renovation under \$10,000, which respects the architectural history of the building and has received the most “bang for the buck.” A dramatic façade improvement accomplished through creative use of financial resources would be a good candidate for this award. Compliance with the Secretary of the Interior’s Standards for Rehabilitation along with fundamental sustainable design practices will be employed in judging.

***Examples:*** A project that includes proper new awning(s), paint scheme, signage; or proper repair, replacement, or reconstruction of missing architectural features.

***Supporting Documentation:*** Before and after visuals\*, historic photographs, newspaper clippings, construction figures and approximate dollar amounts where appropriate, and the DDA / Main Street’s role in the project.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Design Category**

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***Outstanding Façade / Building Rehabilitation Between \$10,000-\$50,000 Award***

This award recognizes a rehabilitation/restoration project that was in the range of \$10,000 to \$50,000, completed as a single phased project or as a completed multi-phased project which followed a façade master plan, respects the architectural history of the building, and shows the commitment to the downtown by the building owner(s) by completing a significant rehabilitation project, which might include extensive façade renovation and interior work. Compliance with the Secretary of the Interior's Standards for Rehabilitation, along with fundamental sustainable design practices will be employed in judging.

***Examples:*** Significant interior and/or façade improvements that will give the building an attractive physical appearance that is appropriate in the context of downtown commercial buildings.

***Supporting Documentation:*** Before and after visuals\*, historic photographs, newspaper clippings, construction figures and approximate dollar amounts where appropriate, and a description of the project.

*Please see accompanying nomination form.*

***Outstanding Façade / Building Rehabilitation Over \$50,000 Award***

This award recognizes a major rehabilitation/restoration project that was over \$50,000, respects the architectural history of the building, and shows the commitment to the downtown by the building owner(s) by completing a significant rehabilitation project, which might include extensive façade renovation and interior work. Work may be completed as a single phased project or as a completed multi-phased project which followed a façade master plan. Conformation with the Secretary of the Interior's Standards for Rehabilitation will be employed in judging.

***Examples:*** Major interior and/or façade improvements that will give the building an attractive physical appearance that is appropriate in the context of downtown commercial buildings.

***Supporting Documentation:*** Before and after visuals\*, historic photographs, newspaper clippings, construction figures and approximate dollar amounts where appropriate, and a description of the project.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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

Ron Campbell (Email: [cambpellr@oakgov.com](mailto:cambpellr@oakgov.com) / phone: 248.858.5436)

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

Bob Donohue (Email: [donohuer@oakgov.com](mailto:donohuer@oakgov.com))

**Design Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

**ALL NOMINATION MATERIALS MUST BE RECEIVED BY MSOC NO LATER THAN DECEMBER 5<sup>TH</sup> BY 5 PM**

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***Outstanding Public Improvement Project Award***

This award honors public improvements that have had a positive impact on the community and made a noticeable change in the downtown environment. The project will reflect quality through its design, workmanship and material selections. The project should demonstrate collaboration with various stakeholders and broad based community support in its completion.

**Examples:** A city's brick street restoration, street lighting, mural projects, streetscape amenities or streetscape project, pocket park, or enhanced parking lots.

**Supporting Documentation:** Before and after visuals\* of all aspects of the project, construction figures and dollar amounts where appropriate, funding sources, copies of literature/materials, newspaper clippings, and a description of the DDA / Main Street's role in the project. For a streetscape project, include before and after photos of sidewalks, light poles, trash receptacles, etc.

*Please see accompanying nomination form.*

***Outstanding Adaptive Use of a Building Award***

This award honors building improvements that have looked beyond the outside of a building, which would include utilization of original and existing features and appropriate changes to the interior and upper floors of a building, resulting in a dramatic effect on the quality and perceived value of the downtown space. Eligible projects include a building with a new use other than the original purpose for which it was constructed, an upgraded building, or adaptive use of vacant or underutilized space. Compliance with the Secretary of the Interior's Standards for Rehabilitation will be employed in judging.

**Examples:** The transformation of a church into retail space, development of housing and / or retail in a former department store or bank, mixed use, or the reuse of a long-vacant building.

**Supporting Documentation:** Before and after visuals\*, renderings, newspaper clippings, construction figures and approximate dollars where appropriate, history of the property nominated, problems and solutions that arose during the construction project, impact of its completion to the downtown, and the DDA / Main Street's role in the project.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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**Design Category**

*Main Street Oakland County 2011 Awards Description* - Awards to be presented at the Main Event, May 4, 2012

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***Outstanding New Construction Project Award***

Nominations in this category would include significant new infill or freestanding construction of public, commercial, or residential space that adds substantial economic value to the downtown and complements other downtown buildings. Construction should be similar to existing buildings in terms of materials, colors, scale, components, built to the fronting street property line, and degree of detail. Ineligible projects include construction which attempts to portray earlier, distinct, historic architectural styles, (for example, Greek Revival, Victorian period, or Art Deco).

***Examples:*** Any new construction project that blends within the context of the historic downtown, sympathetic additions to a post office, library, or town hall.

***Supporting Documentation:*** Before and after visuals\* showing surrounding properties, newspaper clippings, construction figures and approximate dollar amounts where appropriate, history of the project, and a description of the project.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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## **ECONOMIC RESTRUCTURING CATEGORY (Three Awards)**

### ***Outstanding Business Development Incentive Program Award***

This award honors an innovative incentive package that serves as a catalyst for significant physical improvements being made to a downtown property or properties, or for retaining, expanding, or attracting new businesses to downtown.

**Examples:** A successful façade or sign grant program, other business development incentive programs, a project that uses volunteer efforts to accomplish design changes, or the use of local talent in designing façade rehabilitations.

**Supporting Documentation:** Copies of literature/materials, newspaper clippings, before and after visuals\* of the project(s), and development budgets, where appropriate.

*Please see accompanying nomination form.*

### ***Outstanding Business Retention / Expansion Award***

This award recognizes an outstanding effort by the local DDA / Main Street program to assist in retention or expansion of existing businesses in the downtown. (Results are vital and should demonstrate project effectiveness to the Judges.)

**Examples:** A campaign that successfully addresses a business threatening to leave downtown. A Main Street led effort that results in a merchant/business expansion in downtown, in either new space or product expansion.

**Supporting Documentation:** Copies of literature/materials/market analysis, newspaper clippings, before and after visuals\* of the project(s), and construction budgets where appropriate.

*Please see accompanying nomination form.*

### ***Outstanding Business Recruitment Award***

This award recognizes an outstanding effort by the local DDA / Main Street program to assist in the recruitment of new businesses to downtown. (Results are vital and should demonstrate project effectiveness to the Judges.)

**Examples:** A recruitment effort (tied to market analysis), such as development of a business recruitment package that results in new business attraction.

**Supporting Documentation:** Copies of literature/materials/market analysis, newspaper clippings, before and after visuals\* of the project(s), and construction budgets where appropriate.

*Please see accompanying nomination form.*

***\*See Nomination Guidelines and Award Judging Guidelines for more info***

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

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

Bob Donohue (Email: [donohuer@oakgov.com](mailto:donohuer@oakgov.com))

**MAIN STREET OAKLAND COUNTY'S 2011 AWARDS  
NOMINATION FORM / NOMINATION NARRATION SUMMARY**

AWARD CATEGORY: \_\_\_\_\_ AWARD: \_\_\_\_\_

COMMUNITY: \_\_\_\_\_

*All information must be completed for each nomination on this form and be included both in hard copy in the binder and digital format on the accompanying CD. If the required information is incomplete, the nomination will be disqualified.*

*For details on required information and materials, see the Main Street Oakland County 2011 Nomination and Award Judging Guidelines, and Award Descriptions (for each of the 5 categories).*

**SELECTED AWARD (supply both category and award name as listed):**

**MSOC COMMUNITY NAME:**

**NOMINATED BY:**

<u>Name:</u>	
<u>Title:</u>	
<u>Organization:</u>	
<u>Address:</u>	
<u>Email:</u>	
<u>Phone:</u>	

**PROJECT LEAD(S):**

<u>Name:</u>	
<u>Title:</u>	
<u>Organization:</u>	
<u>Address:</u>	
<u>Email:</u>	
<u>Phone:</u>	

**Co-Lead (if applicable):**

<u>Name:</u>	
<u>Title:</u>	
<u>Organization:</u>	
<u>Address:</u>	
<u>Email:</u>	
<u>Phone:</u>	

**PROJECT / PERSON / COMMITTEE OR ORGANIZATION NAME AS IT SHOULD APPEAR ON THE AWARD:**

**PERSON(S) WHO YOU WISH TO ACCEPT THE AWARD (at the Main Event on MAY 4<sup>th</sup>) IF THIS IS SELECTED AS THE WINNING ENTRY:**

<u>Name:</u>	
<u>Title:</u>	
<u>Name:</u>	
<u>Title:</u>	
<u>Name:</u>	
<u>Title:</u>	

**MAIN STREET OAKLAND COUNTY'S 2011 AWARDS  
NOMINATION FORM / NOMINATION NARRATION SUMMARY**

AWARD CATEGORY: \_\_\_\_\_ AWARD: \_\_\_\_\_

COMMUNITY: \_\_\_\_\_

<b><u>PERSON WHO WILL ACCEPT THIS AWARD IF THE PERSON NOTED ABOVE DOES NOT ATTEND THE MAIN EVENT:</u></b>	
<b><u>Name:</u></b>	
<b><u>Title:</u></b>	
<b><u>Name:</u></b>	
<b><u>Title:</u></b>	
<b><u>Name:</u></b>	
<b><u>Title:</u></b>	

**Binder with Hard Copies of Nomination Form and Supporting Documentation:** Please list materials submitted

**Additional Requirements Included**  
Refer to award description to check if these are requested for the award being nominated on this form and list materials submitted:

**CD** with digital copies of nomination form and photographs, images, and other supporting documentation

**MAIN STREET OAKLAND COUNTY'S 2011 AWARDS  
NOMINATION FORM / NOMINATION NARRATION DESCRIPTION**

AWARD CATEGORY: \_\_\_\_\_ AWARD: \_\_\_\_\_

COMMUNITY: \_\_\_\_\_

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**NOMINATION NARRATION DESCRIPTION -**

*Must be type written on this form and include details required under Nomination Guidelines.*

*Narration not to exceed two (2) pages, using twelve (12) point font and a minimum of 1" margins:*

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**MAIN STREET OAKLAND COUNTY'S 2011 AWARDS  
NOMINATION FORM / NOMINATION NARRATION DESCRIPTION - continued**

AWARD CATEGORY: \_\_\_\_\_ AWARD: \_\_\_\_\_

COMMUNITY: \_\_\_\_\_

**ALL NOMINATION MATERIALS MUST BE RECEIVED BY MSOC NO LATER THAN  
DECEMBER 5, 2011 BY 5 PM-**

**MAIL OR DELIVER NOMINATION PACKAGE TO:  
Bob Donohue, Oakland County Planning and Economic Development,  
Bldg 41 W, 2100 Pontiac Lake Road, Waterford, MI 48328-0412**

**MAIN STREET OAKLAND COUNTY'S 2011 AWARDS  
NOMINATION FORM / NOMINATION NARRATION SUMMARY**

AWARD CATEGORY: \_\_\_\_\_ AWARD: \_\_\_\_\_

COMMUNITY: \_\_\_\_\_

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**NOMINATION SUMMARY – FINAL CHANCE TO CONVINCe US!**

Provide five (5) bullet points that summarize why this project / program, event, or volunteer deserves an award:

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