

MAIN STREET CONFERENCE AWARDS BOOKLET 2009

Main Street Awards

Read all instructions carefully. Entries that are not completed according to instructions will be disqualified.

Eligibility
Only select N.C. Main Street organizations, which have submitted their statistics for the most recent fiscal year, may nominate projects for awards, and all entries must concern a project, program or effort that has been successfully completed within the past two years in the downtown area. A map of the downtown district and the location of the project, where relevant, must be included with each nomination. Previously nominated non-winning projects are eligible to be resubmitted for consideration, provided they still meet the time limit.

Guidelines
1. All materials will become property of NCMSC and will not be returned.
2. A project may be entered in only one category, and the judges reserve the right to move an entry to a different category, if they feel there is a more appropriate fit.
3. Judges reserve the right to withhold an award in any or all categories and to designate more than one winner in any category.
4. Nominations must have board president's signature to be complete.

The deadline for nominations is **Wednesday, September 30, 2009**. Hand-delivered nominations must be received in our Raleigh office by 5:00 pm on that date, and those sent by mail or delivery service must be postmarked by that date. Late nominations will not be accepted.

Nomination Delivery

- Allow a week for delivery of any nominations sent through the USPS.
- DO NOT USE PRIORITY MAIL. The USPS no longer delivers to our street address.
- UPS and FedEx MUST be sent to the Delivery Address.

Mail: Regular US Mail
Anne E. Morris
North Carolina Main Street Center
Division of Community Assistance
4111 Main Service Center
Raleigh, NC 27699-4111

Delivery: UPS, Fed Ex, In Person
Anne E. Morris
North Carolina Main Street Center
Division of Community Assistance
1307 Glenwood Avenue, Suite 230
Raleigh, NC 27605

Nomination Requirements
Each Nomination Must Include:
• One original nomination with attachments and supplemental materials required for the category assembled in a white one-inch three-ring notebook. The front cover of the notebook must include an inset sheet with the name of the community, the nomination category and the name of the project.
• Each nomination must also include five stapled sets of the following: 1) copy of cover insert page from original nomination, 2) nomination form, and 3) nomination text page(s). Do not include any attachments or materials other than those specified and do not put in any other form of binding.

Original Nomination Contents

- Completed nomination form (including Part 2) and narrative text to exceed 300 words. Nominations must be typed on plain, white paper - NO WATERMARKS. Text must be double spaced and typed in 11 point Arial.
- TWO identical CD's with an assortment of ten high quality digital photos, taken at the [photo exhibition available](#). At least three photos are required for every category so that we have images to use in the awards presentation video for all winning entries.
- A maximum of three letters of support.
- All accompanying materials, including brochures, posters, drawings, newspaper clippings, etc. must be mounted in sheets on paper or be bound in a ring binder.

Photos

- A BIBLE SCRIPT IS MANDATORY FOR ALL NOMINATIONS.
- Photos must be submitted on CD (2 copies) in jpeg format as individual images - No PowerPoints.
- Clearly label each photo with the following information:
 - Name of project/building/person, etc.
 - Name of community
 - If applicable, address of the building or project
 - Sequence number as they will be shown to the judges
- Entries in the Best Public Building Improvement category must show photos of ADA-compliant building entrances.



Main Street - New Bern, 2010

2009

NC Main Street

The North Carolina Main Street Center is proud to present the annual North Carolina Main Street Awards competition, recognizing the hard work, dedication and success of North Carolina Main Street communities and their achievement in the four points of the Main Street Approach to downtown revitalization: organization, economic restructuring, design and promotion.

Timeline

Presentation on Nominating Awards at Main Street Managers Meeting in Brevard, NC	September 2-4, 2009
Entry Deadline	September 30, 2009
Judges Meet	October 15, 2009
Winners Announced	November 2009
Awards Presented at N.C. Main Street Awards Dinner in New Bern, N.C.	January 28, 2010

TYPEFACES
Trebuchet
Pablo

PMS 1807 PMS 7408
PMS 1595 PMS 315

organization	economic restructuring	design	promotion
<p>BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION This award recognizes a creative and positive partnership between a local government and the private sector. Please describe how the public and private sectors have worked together on a specific project which has made a significant contribution to the downtown area and the economic impact of this effort for the downtown program or project. Examples: A project where success was dependent upon joint public and private sector efforts. Required Supporting Documentation: Must include a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include letters of support from the government entity and private sector partner(s), newspaper clippings, materials/drawings, invitation letters and other pertinent information.</p> <p>BEST FUND RAISING EFFORT This award will be granted to the Main Street organization that has displayed the most creativity in securing funds for its downtown program or projects. Nominations for this category must include a detailed budget, a description of the effort, a list of goals and the amount of money raised and the economic impact of the effort for the downtown program or project. Examples: A single event, fundraising campaign, merchandise sales, etc. Required Supporting Documentation: Must include a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include copies of related materials/ brochures, newspaper clippings, number of volunteers, and other pertinent information.</p> <p>BEST INNOVATION This award recognizes worthy examples of innovation by a Main Street program. It may involve the use of technology, it may be a new method to address parking issues. It may be a novel approach for recruiting volunteers. This category is meant to be fun and idea open - please share anything that does fit somewhere else probably will. Projects will be judged on originality, economic impact of the effort for the downtown program and potential for use by other Main Street programs. Examples: Visually anything. Previous winners include the Home & Ben Federal Day Government Case, Business, Southgate on YouTube, Cliff East Bank Revolving Fund and Downtown Living, a cable television show. Required Supporting Documentation: Must include a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include copies of related materials/ literature, newspaper clippings, number of volunteers and other pertinent information. Supporting documents will vary with each entry so this category we please submit whatever information is necessary for adequately judging the project.</p>	<p>BEST ECONOMIC DEVELOPMENT INCENTIVE PROGRAM This award is granted to a local municipality, individual or business that developed and implemented the most innovative incentive plan for their downtown district. Properly used, incentives can attract investment and help create a healthier downtown economic climate. Please describe the need for the 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. Examples: Business or building redevelopment incentive program, open space incentives, grant, building improvement grant, business retention incentive program, etc. Required Supporting Documentation: Must include a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include a copy of brochure or other literature and a newspaper article.</p> <p>BEST ADAPTIVE REUSE PROJECT This award is granted to the best adaptive reuse of a building. The project must involve a building that has ceased its former purpose and has been adapted for a new use that serves current demand. Please describe the economic impact of the project for downtown and include a detailed budget for the redevelopment project. Examples: Department store conversion to housing or multiple retail, bank converted to museum, depot adapted as public transit site. Required Supporting Documentation: Must include a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include newspaper clippings, primary responsible for the project, project budget with total costs, and three joint covered or related and other pertinent information.</p> <p>BEST INFILL BUILDING PROJECT This award is granted to a local municipality, individual or business in recognition of an outstanding new building project within the downtown. The project should exhibit a design quality and an appropriate relationship to surrounding architecture. Include a project description and the history of the site. Please describe the economic impact of the project for downtown and include a detailed budget for the project. Examples: An architecturally significant addition to an historic downtown post office, library or town hall or new construction that blends with other structures in the midsection of an historic downtown. Required Supporting Documentation: Must include a project description, a site history, a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include newspaper clippings, primary responsible, architect, Main Street role, jobs created/retained and other pertinent information.</p> <p>BEST ENDANGERED PROPERTY RESCUE EFFORT This award goes to a project that has saved from impending demolition a structure that is historic or architectural value and a significant part of the social fabric of the community, returning it 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 programs are eligible, and the building must be located within the defined downtown district or an adjacent downtown area neighborhood. Please describe the economic impact of the project for downtown and include a detailed budget for the redevelopment effort. Examples: Mill, church, school, library, courthouse or depot that has been saved and rehabilitated for either reuse or similar use. Required Supporting Documentation: Must include a detailed budget and a description of the economic impact of the project on downtown. This nomination must include a map indicating the project location in the downtown district or adjacent downtown area neighborhood. Also include newspaper clippings, primary responsible, architect and other pertinent information.</p>	<p>BEST HISTORIC REHABILITATION PROJECT This award will recognize the work of an individual or business that has completed an outstanding historic rehabilitation project. The project must be located in the downtown district and include exterior rehabilitation work. While not a requirement, it may also include interior work. Project must meet the standards of the historic landmarks. Please describe the economic impact of the project for downtown and include a detailed budget of the rehab project. Examples: A rehabilitation project that exemplifies historic preservation and follows the Secretary of Interior Standards. Required Supporting Documentation: Must include a description of the scope of the work, a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include newspaper clippings, primary responsible, architect, Main Street role, jobs created or retained and other pertinent information. Be sure to include photos of the site, both project, or if it is eligible for tax credits, photos must show both before and after views.</p> <p>BEST FACADE REHABILITATION PROJECT This award recognizes the best large facade renovation project. The category is open to facade projects of any size, from a 10' one-story storefront up to a full facade restoration of a 10' storefront. There is no cost restriction or maximum. The physical design of the facade should enhance the commercial district in appearance or function and encourage further design improvements. Projects will be judged on design quality, proper restoration techniques, economy and economic impact within budget and other constraints. Examples: Project may include anything from a general cleanup, a new awning, a new paint scheme, signage, open floor windows, general clean up or replacement of bad materials, architectural restoration to a major facade improvement that gives the building an attractive appearance that is appropriate in the context of its historic, downtown, commercial building. Required Supporting Documentation: Must include a description of the scope of the work, a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include newspaper clippings, primary responsible, architect and any other pertinent information. Be sure photos show before and after views.</p> <p>BEST PUBLIC BUILDING IMPROVEMENT This award goes to the municipality of a Main Street organization that has designed and implemented effective and sympathetic improvements for a downtown public building. Improvements must be within the Main Street program area. Please describe the economic impact of the project for downtown and include a detailed budget of the improvement project. Examples: Library, town hall, courthouse or post office rehabilitation. Required Supporting Documentation: Must include a description of the scope of the work, a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include newspaper clippings, primary responsible, architect and any other pertinent information. Be sure photos show before and after views. Photos of all completed building entrances must be included for the category.</p> <p>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 open space. Improvements must be within the Main Street program area. Please describe the economic impact of the project for downtown and include a detailed budget of the improvement project. Examples: Streetscape, park, amphitheater, parking lot, etc. Required Supporting Documentation: Must include a description of the scope of the work, a detailed budget and a description of the economic impact of the project on downtown. All building projects require a downtown district map showing project location. Also include newspaper clippings, primary responsible, architect and any other pertinent information. Be sure photos show before and after views.</p>	<p>BEST DOWNTOWN SPECIAL EVENT This award recognizes an outstanding and creative downtown special event. New and previously held events are eligible. Nominations should describe the theme and activities of the event. Projects will be judged on creativity, originality and activities, economic impact of the project for downtown, participation of the organizing group, and "bring the back." Please describe the economic impact of the project for downtown and include a detailed budget for the event. Examples: Festival, parade, downtown celebration, themed event, etc. Required Supporting Documentation: Must include a description of the event, a detailed budget and a description of the economic impact of the event on downtown. Also include printed materials, advertising pieces, press releases, nature of participation by downtown business (volunteer displays, sponsorships, in-store promotions, etc.), estimated attendance, volunteer participation and other pertinent information.</p> <p>BEST PRINTED PROMOTIONAL ITEM-TEXT AND GRAPHICS This award honors the best printed promotional item that combines text and graphics and is produced by a Main Street organization. Entries in this category will contain a substantial amount of writing and may include annual reports, newsletters or a newsletter, newspaper tabloids, walking tour brochures, etc. These promotional pieces will be judged on effective communication through graphics, types, and layout, with a major emphasis on writing quality. Please describe the economic impact of the project for downtown and include a detailed budget for the promotional item. Examples: Annual report, newsletter (with no electronic), newspaper tabloid, general Main Street brochure, design guidelines, or other printed item that includes a substantial amount of writing, not just a listing of categories and addresses. Required Supporting Documentation: Must include a description of the project, a detailed budget and a description of the economic impact on downtown. Also include copies of the promotional item, cost, funding sources, total distribution, distribution method and production method. Entries in this category must also include 3 digital images of the printed promotional item mentioned.</p> <p>BEST PRINTED PROMOTIONAL ITEM-GRAPHICS This award honors the best printed promotional graphic item that is produced by a Main Street organization. Entries in this category may contain some text, but the primary emphasis is on graphics as with event posters and brochures. The promotional pieces will be judged on quality communication through graphics, types, layout and distribution. Please describe the distribution and the economic impact of the project for downtown. Include a detailed budget for the promotional item. Examples: Poster, postcard, handbill, business directory, etc. Required Supporting Documentation: Must include a description of the project, a detailed budget and a description of the economic impact on downtown. Also include copies of the promotional item, cost, funding sources, total distribution, distribution method and production method. Entries in this category must also include 3 digital images of the printed promotional item mentioned.</p>

In 2010, the North Carolina Main Street Conference was held in New Bern, where it was New Bern's 30th anniversary of establishment. This logo and awards booklet was created for the 2010 year only. Red, gold, and black are New Bern's colors, and the teal and orange were additional choices by the organization.