



## PRESIDENT'S AWARDS PROGRAM CATEGORIES

**DESIGN AWARDS:** Recognizes excellence in design in downtown and commercial districts.

**Eligibility:** Business or building must be located in a downtown or commercial district. The project must have been completed between July 1, 2015 and June 30, 2017.

**Best Commercial Interior:** Recognizes excellence in merchandising, customer orientation, and/or business functionality in an office or retail setting.

Please answer the following questions:

1. How does the interior appeal to the customer's experience in the store, as well as to the customer's senses, such as sight, touch, smell and sound?
2. Were there any innovations the business owner has employed or unique solutions to design problems encountered with the interior?
3. How does the project impact the community and contribute to revitalization of downtown or the commercial district?

**Best Renovation/Rehabilitation:** Recognizes excellence in rehabilitation (i.e., renovation or remodeling) of interior or exterior of an existing building. Rehabilitation is the process of returning a property to a state of utility, through repair or alteration, while preserving those portions and features of the property that are significant to its historic, architectural, and cultural values. Rehabilitation focuses on the historic materials and features, finishes, spaces, and spatial relationships that give a property its historic character. The building may be historic (over 50 years old) or non-historic.

Please answer the following questions:

1. What were the original and subsequent uses for the building?
2. What contemporary additions and alterations were made to the building?
3. Were any green or sustainable building practices included?
4. If building is historic, what original material or historic fabric was maintained?
5. What distinctive features, finishes, and construction techniques or examples of craftsmanship characterize the building?
6. How does the project impact the community and contribute to revitalization of downtown or the commercial district?

**Best Restoration:** Recognizes excellence in restoration of interior or exterior of an existing building. Rather than maintaining and preserving a building as it has evolved over time, the expressed goal of *restoration* is to make the building appear as it did at a particular—and most significant—time in its history. *Restoration* focuses on the retention of materials from the most significant time in a property's history, while permitting the removal of materials from other periods.



### **Best Restoration - Continued**

Please answer the following questions:

1. How does the building exemplify the architectural style of its period?
2. How does the project impact the community and contribute to revitalization of downtown or the commercial district?
3. Were any green or sustainable building practices included?
4. Did the restoration follow the Standards for Historic Restoration as established by the National Park Service ([http://www.nps.gov/history/hps/tps/standguide/restore/restore\\_standards.htm](http://www.nps.gov/history/hps/tps/standguide/restore/restore_standards.htm))?  
(Answer yes, no or don't know)

**Best New Construction:** Recognizes excellence in new construction in downtowns or commercial districts. New construction projects are compatible and complementary to the existing downtown or commercial district.

Please answer the following questions:

1. How does this project exemplify excellence in design?
2. How did the planning and design involve the larger community, were any partnerships involved?
3. Were any green or sustainable building practices included?
4. How does the project fit in with its surroundings?
5. How does the project impact the community and contribute to revitalization of downtown or the commercial district?

**Best Public Improvement:** Recognizes excellence in public projects and planning in downtowns or commercial districts. Public projects are improvements of public space(s) by public or private entities. Improvement may be accomplished through parks/green space, enhancements or additions of streetscapes, sidewalks, landscaping, public art, banners and lighting, as well as downtown master planning. Public improvement projects should be compatible and complementary to the existing downtown or commercial district.

Please answer the following questions:

1. How does this project exemplify excellence in design?
2. Describe the need for the public improvement.
3. Were any green or sustainable building practices included?
4. How does the project impact the community and contribute to revitalization of downtown or the commercial district?



**ACHIEVEMENT AWARDS:** Recognizes excellence in downtown events, marketing, businesses, partners and people that contribute to the vibrancy of downtown/commercial districts.

**Eligibility:** Program, event, business or partner must be located in or focused on a downtown or commercial district. Marketing programs and promotional events must have been developed, implemented and/or held between July 1, 2015 and June 30, 2017.

**Best Marketing Program:** Recognizes excellence in marketing of downtown or commercial districts. Successful entries show measurable results were met as a result of comprehensive use of marketing tools including, but not limited to print, electronic media, multi-media, advertising campaigns, web sites and cooperative partnerships to promote downtown or the commercial district.

Please answer the following questions:

1. Describe the need that existed for a comprehensive marketing effort.
2. How does this project exemplify excellence in design?
3. How did the planning and design involve the larger community, were any partnerships involved?
4. How does the project impact the community and contribute to revitalization of downtown or the commercial district?

**Best Promotional Event:** Recognizes excellence in creation and execution of downtown or commercial district promotional event, including festivals. Types of events may include, but are not limited to, retail promotions; festivals/events that celebrate and promote civic pride, community history and culture; and holiday activities.

Please answer the following questions:

1. What is the goal of the promotional event?
2. What is the estimated attendance of the promotional event?
3. Was the event designed to produce revenue? If so, what was the amount of profit and for what purpose is the revenue used?
4. How does the promotional event impact the community and contribute to revitalization of the downtown or commercial district?

**Best Downtown Business:** Recognizes an exceptional downtown business that positively promotes the downtown or commercial district as a destination for locals and tourists alike, and actively participates in the revitalization efforts and supports downtown promotional events.



### **Best Downtown Business continued...**

Please answer the following questions:

1. What makes this a destination business?
2. List the posted hours of business.
3. How has the business participated in downtown promotional activities and the overall revitalization program?
  
4. How does the business impact the community and contribute to revitalization of downtown or the commercial district?

**Best Downtown Partner:** Recognizes a local private or civic organization that positively impacts the community and actively contributes to the revitalization efforts of the downtown or commercial district.

Please answer the following questions:

1. How does this partner involve its employees/members and the larger community in downtown revitalization efforts?
2. What specific project/event has this partner made a difference in the downtown?
3. How does this partner impact the community and contribute to revitalization of downtown or the commercial district?

### **Spirit of Downtown Award**

Recognizes local projects and programs that have been completed in the past year (June 30, 2016 – June 30, 2017). This category is for those projects or programs that do not fit in other categories, but that represent the overall efforts of the downtown or commercial district and their goals for the year.

\*Note: Judges will have the opportunity to select multiple winners in this category and there are no divisions based on population.

Please provide the following information:

1. Describe the project or program and why it was chosen as a district success story for your community.
2. Provide additional relevant information that describes the project or program.

**Downtowner of the Year\*:** Recognizes a person who has shown exemplary commitment to the downtown revitalization program through time given, resources and leadership. The downtown or commercial district is positively impacted and the community is inspired by the guidance, dedication and determination of this individual.

Please answer the following questions:

1. Describe the strengths this person brings to your downtown revitalization efforts.
2. How long has this individual been working on the revitalization of your downtown or commercial district?
3. How does this person impact the community and contribute to revitalization of downtown or the commercial district?



**Susan H. Campbell Award for Professional Excellence\***: Recognizes a person who has displayed outstanding professionalism, achievement and support of the Texas downtown community. Nominees must be employed as downtown professionals – i.e., downtown planner, Main Street manager, downtown manager, economic development director, etc.

Please answer the following questions:

1. How long has this person been employed as a downtown professional?
2. How has your downtown been affected by this individual?
3. How does this person go above and beyond the professional call of duty?
4. How does this person impact the community and contribute to revitalization of downtown or the commercial district?