



2014 AWARDS OF EXCELLENCE

The *Virginia Downtown Development Association (VDDA)* is pleased to host the 29th Annual Awards of Excellence to recognize and encourage excellence in **historic downtown revitalization** throughout the Commonwealth of Virginia. The Awards of Excellence are presented to showcase the achievements of organizations, individuals, and government in meeting the challenges of downtown management and revitalization.

Winners will be announced Wednesday, June 4, at a luncheon at the Hotel Roanoke during the VCEN Annual Conference

For more information:

call (804)754-4120, or online at www.DowntownVirginia.org, or e-mail at admin@downtownvirginia.org

ELIGIBILITY

- Members of the *Virginia Downtown Development Association*, as well as non-members, are invited to submit entries.
- Submissions are limited to one (1) entry per award category.
- Projects, programs or other historic downtown revitalization efforts must have been completed between January 1, 2013 and December 31, 2013 to be eligible.
- Individuals are eligible for recognition based on an ongoing commitment or recent effort.
- Entries must involve historic, traditional, pedestrian-oriented commercial districts." New town" or "lifestyle" centers are not eligible.
- Representative must be present at *Awards of Excellence* luncheon to accept the award.

AWARD CATEGORIES

AWARDS OF EXCELLENCE

Outstanding in concept and implementation.

AWARDS OF MERIT

Exemplary in concept and implementation.

Each entry is judged in its category by community population:

Population 0 - 24,999

Population 25,000 - 74,999

Population greater than 75,000

CATEGORIES:

Organizational Development

Recognizes excellence in the organizational aspects of a local revitalization program such as consensus building, development of partnerships and outreach activities. Examples of nominations include strategic and vision planning, programs, newsletters and fundraising events for programs or specific activities related to revitalization. Nominations will be accepted for new or ongoing activities not previously recognized with a VDDA award, or newsletters with at least three completed editions.

Business Development, Promotion & Marketing

Recognizes excellence in developing, promoting, and marketing the activities and programs of revitalization districts. Examples include efforts to improve or diversify the business climate, promote investment or develop the image of a revitalization project. Nominations may include public relations materials, advertisements, special events, retail promotions or sales events. Programs such as incentives, financial assistance and grants are potential nominees. New or on-going activities may be submitted if not previously recognized with a VDDA award.

Commercial Revitalization Plans & Streetscapes

Recognizes excellence in physical design projects and planning related to revitalization districts such as, streetscapes, public improvements, window displays, parking areas, wayfinding, parks, and preservation and design guidelines. Projects must be complete at time of submission with the exception of multi-phase projects. Multi-phase projects with a significant portion or phase completed are eligible at the judging panel's discretion. Before and after photographs must be included with each entry.

Building Development & Improvements

Recognizes excellence in building improvements and redevelopment projects. Nominations may include public or private real estate development, building improvements and adaptive re-use projects. Projects must be complete at time of submission with the exception of multiphase projects. Multi-phase projects with a significant portion or phase completed are eligible at the judging panel's discretion. Before and after photographs must be included with each entry.

Student Entry Award

Recognizes an outstanding plan or research project in any aspect of historic downtown revitalization by an individual student or student team.

John Marles Commitment Award

Redevelopment and revitalization do not happen without the commitment of dedicated individuals. This award recognizes the efforts of outstanding individuals who have dedicated their time, efforts and resources to redevelopment and revitalization. Nominees must demonstrate a philosophical commitment to these efforts as evidenced by their active involvement in some facet of a community's redevelopment activities. Nominees may include board or committee members, advocates, elected officials, government staff or administration, private sector individuals or volunteers who have shown outstanding involvement in local programs or events. Nominations for more than one individual from a community will not be considered.

JUDGING CRITERIA

All nominations are reviewed and judged by a panel of professionals from the fields of revitalization, urban renewal and downtown development. Each entry is considered on individual merit and not relative to other entries.

Project or Activity Award Applications Should:

- Describe the project concept, formulation and goals.
- Describe the project implementation and financing/funding.
- New construction entries must demonstrate proper infill design techniques which adds to the health and vibrancy of the surrounding downtown streetscape.
- Highlight the quantitative and qualitative results of the project.
- Describe the impact on the downtown community and how the project has served as a catalyst for other renewal efforts.
- Emphasize innovation, success, efficient use of resources, and adaptability to other communities.
- Include visuals such as renderings, plans and photographs with emphasis on before and after views.

Commitment Award Application Should:

- Discuss the individual's background, role and nature of involvement with a project, organization or event.
- Describe how this person's leadership was pivotal to the success of a project, organization or event.
- Emphasis should be placed on the level and impact of the nominee's commitment and leadership.

NOTE: The judging committee reserves the right to place entries in the most appropriate category after consultation with the nominator and to make a special award to any outstanding nomination.



2014 AWARDS OF EXCELLENCE APPLICATION

Submission Checklist:

- ☐ Complete a separate entry form for each nomination.
 - ☐ Submit six copies of each nomination described thoroughly and succinctly (*i.e., nomination text only, no supplemental materials*)
 - ☐ Include 150 word project summary to be read at awards ceremony.
 - ☐ Include one map of revitalization district with project area clearly identified.
 - ☐ Electronic media (*i.e., nomination text, project summary, before/after .JPG images*).
- NOTE: IMAGES WILL BECOME THE PROPERTY OF VDDA AND WILL NOT BE RETURNED.**
- ☐ Entry Fee: \$50 for non-members.
 - ☐ Entries Postmarked by **Monday, May 19, 2014** or hand delivered on same date by 5:00 p.m.
 - ☐ Send Entries to:

Award Committee:

c/o Robin Morrison, Administrator,
Virginia Downtown Development Association,
3720 Parchment Circle, Richmond, VA 23233

Check One:

- ☐ Student ☐ Community ☐ Individual ☐ Firm

Category Entered: (Check One)

- ☐ Organizational Development
- ☐ Business Development, Promotion and Marketing
- ☐ Commercial Revitalization Plans and Streetscapes
- ☐ Building Development and Improvements
- ☐ John Marles Commitment Award

Membership Status: (Check One)

- ☐ VDDA Member (*no submission fee required*)
- ☐ Non-Member (*make \$50 check payable to VDDA*)

Mail check to: P.O. Box 71326, Richmond VA 23233

- ☐ Join TODAY! and waive the \$50 submission fee*

Project/Nominee Name _____
Submitted by _____
Organization Name _____
Name of Person Attending Dinner _____
Address _____
City State Zip _____
Phone _____ E-Mail _____
Website _____
Community Population: (2000 census) _____
Project Completion Date: (if appropriate) _____

* VDDA membership is \$75 for an individual or \$125 for and organizational membership per year. Entitles a member plus two representatives from member's organization to attend VDDA programs at discounted member rates. For additional information or questions regarding submission requirements and credit card payments, please call (804) 754-4120. VDDA is a 501(c)(3) tax exempt organization (Federal ID # 54-1420233)