

October 1, 2015

Greetings Indiana Main Street (IMS) communities!

The Office of Community and Rural Affairs will honor outstanding local achievement in revitalization and downtown development by Indiana Main Street communities at a special awards ceremony to be held at the Statehouse on **December 7th, 2015**.

We invite you to nominate a business, community, organization or individual for their accomplishments in your community's Main Street Program. Please submit separate forms and supporting documentation for each category. Feel free to duplicate this form if others in your community want to make nominations. All participating Indiana Main Street communities will be eligible to nominate and receive awards. If you have questions about your communities' eligibility, please contact your Community Liaison by visiting our website: [http://www.in.gov/ocra/files/Community\\_Liaison\\_Map.pdf](http://www.in.gov/ocra/files/Community_Liaison_Map.pdf).

**Communities will be notified the week of November 30<sup>th</sup> if their nomination has been selected.**

**The Indiana Main Street office must receive completed nomination forms by **November 16<sup>th</sup>, 2015**.**

For more information, please contact your Community Liaison.

Respectfully,

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## Instructions on completing and submitting your nomination form(s):

1. To complete the fillable PDF document, click on each highlighted area after each question, type in your information, and then hit the tab key to go to the next question until you are complete with the fillable portion.
2. For each nomination, you will need to complete the coversheet along with the attachment for that nomination.
  - a. Email each nomination separately. *For example if you are nominating a business for Main Street Business of the Year:*
    - i. *Step 1:* Fill out the coversheet that is attached with your Main Street Business of the Year nomination.
    - ii. *Step 2:* Look at what information needs to be submitted with the nomination in the award nomination descriptions. For Main Street Business of the Year you will need to create a word document to include:
      1. Years in operation;
      2. Number of employees;
      3. What makes the business distinctive;
      4. What are the owner(s)/employee(s) activities in the community;
      5. What are the owner(s)/employee(s) activities with the local Main Street organization; and
      6. Provide a high quality photo of the owner(s)/employee(s) and/or the business.
    - iii. *Step 3:* Email the entire nomination and please keep all nominations in separate emails.
3. *All nominations are due **November 16<sup>th</sup>** at 4:00pm EST.*
  - a. **Only electronic submissions will be accepted.**
  - b. Please email your completed nomination forms to: [indianamainstreet@ocra.in.gov](mailto:indianamainstreet@ocra.in.gov).
  - c. **Communities will be notified the week of **November 30<sup>th</sup>** if their nomination has been selected.**

## Criteria for selection:

1. The Indiana Main Street Program will judge all nomination forms based upon the degree to which the project or person:
  - a. Made an impact on the local Main Street's efforts;
  - b. Affected other projects or individuals; and
  - c. Has been deemed a success locally and/or statewide.



## Award Categories

There are seven award categories. Please use the attached form to nominate projects, events or individuals in up to three categories. **Communities will be notified the week of November 30<sup>th</sup> if their nomination has been selected.**

### 1. MAIN STREET BUSINESS OF THE YEAR

This award is presented to the owner(s) and employee(s) of a Main Street business who have lead their community's revitalization efforts through such activities as innovative business or marketing strategies and/or leadership of a downtown business organization.

Provide the following information:

- Years in operation;
- Number of employees;
- What makes the business distinctive;
- What are the owner(s)/employee(s) activities in the community;
- What are the owner(s)/employee(s) activities with the local Main Street organization; and
- Provide a high quality photo of the owner(s)/employee(s) and/or the business.

### 2. EXCELLENCE IN ECONOMIC DEVELOPMENT

This award is presented to the city, town or organization that has implemented incentives to encourage new and retained businesses in downtown areas. Examples include retention/recruitment program, loan pools, grant programs, etc. conducted within the last 3 years.

Provide the following information:

- The nature of the program;
- The funding and implementation strategies;
- The number of businesses assisted and results;
- List any partnerships created through this program; and
- Provide high quality photos and any marketing/promotional pieces for the program.

### 3. DOWNTOWN SPECIAL EVENT

This award is presented to the organization that has displayed the most creativity in planning and producing a festival, sales promotion or other special events.

Provide the following information:

- Event date and activity schedule;
- Event history, target audience and attendance;
- Volunteer participation;
- Event evaluation;
- Dollars raised from event;
- How the event fits within the downtown's overall marketing strategy; and
- Provide high quality photos and marketing/promotional pieces from the event.



#### **4. DESIGN OF DOWNTOWN PUBLIC IMPROVEMENTS**

This award is presented to the city, town, or Main Street organization that has designed and implemented attractive public improvements for its downtown within the past year.

Provide the following information:

- Project goals, budget and financing;
- Architects and contractors involved;
- Involvement of the downtown organization and volunteers;
- Impact on traffic and pedestrian flow;
- How the project fits within the downtown’s overall revitalization strategy; and
- Provide “before and after” high quality photos.

#### **5. MAIN STREET VOLUNTEER OF THE YEAR**

This award is presented to a local volunteer for his or her involvement in a Main Street organization over the past year and for his or her exceptional commitment to downtown revitalization.

*\*Please note: more than one may be selected from this category.*

Provide the following information:

- The member’s tenure on the Main Street board;
- The extent of his or her involvement on committees; and
- Provide a high quality photo of the nominee.

#### **6. STAFF MEMBER OF THE YEAR**

This award is presented to an outstanding staff member, either part- or full-time, of a local Main Street organization. Nominations can be received from residents of the staff member’s community, fellow staff members and other communities as well.

A peer committee of staff members who have not been nominated will select the award winner among the nominees.

Provide the following information:

- The staff member’s tenure with Main Street;
- Professionalism;
- Commitment to downtown;
- Examples of leadership, energy and creativity; and
- Provide a high quality photo of the nominee.



## 7. Community Impact Award

This award is presented to an outstanding Main Street partnered project that has made a tremendous impact in the community. This project would show a wide variety of support from everyone in the community and the difference the project has made to the citizens of that community.

An example could be: a clean - up day with various community partners in the area who were able to make a large impact.

Provide the following information:

1. The goal of the project;
2. Description of the project;
3. Partners of the project;
4. Volunteers for the project;
5. The overall impact the project made in the community; and
4. Provide possible before or after pictures for the project.

## Awards Nomination Form

We invite you to nominate a business, community, organization or individual for their accomplishments. Please submit separate forms and supporting documentation for each category. Feel free to duplicate this form if others in your community want to make nominations. You must submit **digital pictures**, by **November 16<sup>th</sup>** for the nominations to be accepted. **Communities will be notified the week of November 30<sup>th</sup> if their nomination has been selected.**

The Indiana Main Street Program will judge all nomination forms based upon the degree to which the project or person:

- Made an impact on the local Main Street's efforts;
- Affected other projects or individuals; and
- Has been deemed a success locally and/or statewide.

All Main Street programs are encouraged to nominate its local achievements.

Award category: \_\_\_\_\_

Name/title of nominee: \_\_\_\_\_

Organization/Business: \_\_\_\_\_

Nominator's name: \_\_\_\_\_

Organization/business: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please provide a brief description of the entry and its impact on local downtown revitalization efforts (see individual award descriptions for further details). Please attach additional sheets if needed.

