



2010 Downtown Achievement Awards *Call for Nominations*

The Maine Downtown Center is seeking nominations for its 2010 Downtown Achievement Awards. The **deadline** for nominations is Friday, April 9th at 4:00 p.m. and will be strictly enforced.

- ✓ Nominations should be for projects completed from February 1, 2009 through March 1st, 2010. All projects must be completed by the time of nomination submission.
- ✓ A volunteer panel of Maine Downtown Center Advisory Council and Senior Advisors serve as judges for the awards. Judges reserve the right to not award in all categories, to award more than one award in each category, and to reassign nominations to other categories if deemed more appropriate. Decisions of the judges are final.
- ✓ Only electronic submissions will be accepted via email. Nominations consist of the cover form, applicable descriptions and quality digital photos (minimum of three, maximum of eight photos.)
- ✓ Send to Roxanne Eflin at reflin@mdf.org and Amanda Roggio at aroggio@mdf.org. A reply email confirmation will acknowledge receipt of your application.
- ✓ Awards will be presented at the 2010 Maine Downtown Conference luncheon in Augusta on June 4th. Winners will be notified in advance and are expected to be in attendance to receive their award and participate in group photos.

THE FOLLOWING AWARD CATEGORIES ARE OPEN TO ALL COMMUNITIES:

Downtown Visionary – recognizes an individual, business or organization that champions downtown revitalization at the statewide or regional level. There should be a demonstrated commitment to downtown revitalization beyond a local program.

Best Volunteer Recruitment/Recognition Effort – recognizes a downtown revitalization organization's efforts to recruit, train and recognize volunteers for either the organization itself, or a specific event. We need to encourage and reward these efforts, because it is getting harder and harder to recruit volunteers.

Outstanding Public/Private Partnership – recognizes a project that demonstrates excellence in partnership between public and private entities in a downtown.

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Outstanding Special or Retail Event – recognizes a single special event held in downtown that built traffic and benefited the downtown. The event should be goal oriented, target an appropriate audience, and demonstrate creativity.

Outstanding Window Display – recognizes an outstanding example of a window display. Examples could include a retail display, a display for a vacant building, or a holiday display.

Outstanding Image Campaign – recognizes image advertising, including cooperative retail advertising that promote the district’s unique qualities, print materials that reinforce a graphic visual image, or media relations that put a positive spin on downtown activities.

Outstanding Façade Project – recognizes excellence for a downtown façade project. If the building is historic, the improvements must adhere to the Secretary of the Interior’s standards for historic preservation.

Outstanding Historic Preservation Project - recognizes excellence in the comprehensive rehabilitation of a single downtown building (public or private). Projects can include interior and/or exterior building rehabilitation, including roofs, and should enhance the commercial district’s appearance and function as well as encouraging other rehabilitations.

Outstanding Business Retention, Expansion or Recruitment Project/Program – Recognizes an outstanding example by a downtown revitalization organization to retain, expand, and/or recruit new businesses to downtown. There should be clear results identified, such as number of jobs saved/created, number of square feet expanded, additional product lines added, number of businesses assisted, number of new businesses, number of program participants, etc.

Outstanding Smart Growth Project – recognizes a project that exemplifies the principles of smart growth in downtown. This could include adaptive reuse of a building, preservation of open space, public transportation initiative, or improving pedestrian accessibility. This would underscore our commitment to downtown revitalization as a tool for smart growth.

Outstanding Public Official or Employee – recognizes a public official or employee who has gone beyond the “call of duty” to promote downtown revitalization at the local or state level.

Community Spirit Award– recognizes an “out of the box” creative downtown revitalization project that does not fit any of the above criteria, but exemplifies a creative approach or solution to a challenge in the downtown or utilizes the downtown to promote some greater good.

AWARDS ONLY OPEN TO MAIN STREET MAINE COMMUNITIES:

Bath, Biddeford, Gardiner, Rockland, Saco, Sanford, Skowhegan, Van Buren, and Waterville.

- **Volunteer of the Year**– Each designated Main Street Maine community will nominate their Volunteer of the Year to be recognized at the statewide awards ceremony. Programs should select a special individual that has invested considerable personal time and energy to the local Main Street program. This is open to any member of the community not currently serving on a local program board of directors.

- **Board Member of the Year** – Each designated Main Street Maine community will nominate their Board Member of the Year to be recognized at the statewide awards ceremony. Programs should select a board member who has served a minimum of one full year, who has committed significant time, energy and talent to the board. This is open to current and outgoing board members.
- **Outstanding Main Street Maine Community** – One award presented. This award recognizes the Main Street Maine program that best adheres to the principles of the Main Street Four-Point Approach® and has achieved outstanding results. Programs must demonstrate a strong commitment to historic preservation, a sustainable organization budget and broad based community support from downtown stakeholders, residents, local government and volunteers. Additional consideration factors include the number of attendees at state and national conferences and Downtown Institute sessions, and timeliness of reports submitted to MDC. Priority will be given to nominees certified as a National Main Street community.

AWARD ONLY OPEN TO MAIN NETWORK COMMUNITIES:
Augusta, Bucksport, Farmington, Lisbon, Millinocket, Norway and Presque Isle

- **Outstanding Maine Downtown Network Community** – One award presented. This award recognizes the Maine Downtown Network that has progressed the farthest in its downtown revitalization efforts, within the context of the Main Street Four-Point Approach®

Questions? Please contact Roxanne Eflin, Program Director, Maine Downtown Network and Maine Downtown Conference Coordinator at reflin@mdf.org or at 622-6345.

Thank you.
**Your efforts to revitalize, preserve and promote Maine's downtowns
 And village centers are greatly appreciated.**

