



PRESIDENT'S AWARDS PROGRAM CATEGORIES

DESIGN AWARDS

Recognizes excellence in design in downtown and commercial districts.

Eligibility: Business, building, or project must be in a downtown or commercial district in Texas. The project must have been completed between July 1, 2022 and June 30, 2025. (3 yrs)

Please review the Awards FAQ & Awards Judges Criteria for important details prior to submitting.

*****Please include 5-7 High Quality Photos with Descriptions. Answer each Question with 250-500 words.*****

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 and/or vibrancy of downtown or the commercial district?

Best Renovation/Rehabilitation/Restoration: Recognizes excellence in rehabilitation (i.e., renovation or remodeling) or restoration of the interior or exterior of an existing building. *Renovation* 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. *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. 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 the 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 and/or vibrancy of downtown or the commercial district?
7. If a restoration, please answer 7A and 7B.
 - 7a. How does the building exemplify the architectural style of its period?
 - 7b. 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)?
(Answer yes, no, or do not know)



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

Please answer the following questions:

1. How did the planning and design involve the larger community, were any partnerships involved?
2. Were any green or sustainable building practices included?
3. How does the project fit in with its surroundings?
4. How does the project impact the community and contribute to revitalization and/or vibrancy 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. Describe the need for the public improvement.
2. Were any green or sustainable building practices included?
3. How does the project impact the community and contribute to revitalization and/or vibrancy of downtown or the commercial district?



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ACHIEVEMENT AWARDS

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

Eligibility: Program, event, business, or partner must be located in or focused on a downtown or commercial district. Event, project, program, or promotion must have been developed, implemented, and/or held between July 1, 2022 and June 30, 2025. (3yrs)

Please review the Awards FAQ & Awards Judges Criteria for important details prior to submitting.

*****Please include 5-7 High Quality Photos with Descriptions. Answer each Question with 250-500 words.*****

Best Promotion: Includes Community Events, Social Media Campaigns and Marketing Campaigns.

Recognizes excellence in creation and execution of downtown or commercial district promotion. Types of events may include but are not limited to: retail promotions; festivals/events that celebrate and promote civic pride, community history and culture; holiday activities; social media and marketing campaigns; online performances, virtual events, and meet-ups.

Please answer the following questions:

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

Please answer the following questions:

1. What makes this a destination business?
2. List the website and social media profiles.
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 and/or vibrancy 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 larger community in downtown revitalization efforts?
2. What specific project/event has this partner sponsored or hosted that made a difference in the downtown?
3. How does this partner impact the community and contribute to revitalization and/or vibrancy of downtown or the commercial district?



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Best Economic Game Changer: Recognizes a project, program, or promotion that had a measurable impact on a downtown or commercial district in a striking and powerful manner.

Please answer the following questions:

1. Describe an overall view of the project, program, or promotion include why the nomination is worthy of recognition.
2. Describe the outcome and economic impact
3. Describe how this project, program, or promotion was a catalyst that inspired others to action including leveraging existing assets and creating new opportunities.

Downtowner of the Year*: Recognizes a person who has shown exemplary commitment to the downtown revitalization program though 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. **There are no finalists in this category. Judges select only the winner.*

Please answer the following questions:

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

Best Texas Downtown: *New Award starting 2025

This award is a special designation granted by Texas Downtown to one Over 50k pop. and one Under 50k pop. This designation will be denoted on our website, and will come with a special on site presentation arranged with your community as well as a custom award to proudly display. Winners will be announced at the annual Texas Downtown conference. All Texas Downtown members in good standing are eligible to apply.

Criteria:

Looking for downtowns that epitomize downtown vibrancy. These applicants are leading the charge in downtown economic development, revitalization, historic preservation, stakeholder engagement, partnership development, innovation, arts and culture, are both accessible and inclusive in nature, inspire a deep multi-generational connection to place and are setting the bar as catalysts for downtown transformation.

1. What impact is your downtown having on economic development? (downtown & community wide)
2. Describe your historic preservation efforts downtown.
3. How have you engaged stakeholders and created community buy-in?
4. Describe your partnership development process, and how has that impacted downtown?
5. How is your downtown innovative?
6. What Texas Friendly Designations have you obtained and how are you utilizing them? *If you don't have any, what initiatives have you taken downtown to incorporate, highlight and support arts and culture?
7. How does your downtown inspire a deep multi-generational connection to place?
8. Tell us how you're setting the bar as a catalyst for downtown transformation.
9. How is your downtown addressing inclusivity and accessibility?
10. Submit a 3-5 min video that shows why your downtown should be known as a "Best Texas Downtown!"



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Susan H. Campbell Award for Professional Excellence*: Susan Campbell was a Texas Downtown Board of Directors president and board member. She worked in several communities and mentored downtowners across the state before her death in 2009. This award was established to honor her legacy by recognizing a passionate downtown professional who has made a significant impact in their city or town and participates in the larger Texas downtown community. Nominees must be employed as downtown professionals – i.e., downtown planner, Main Street manager, downtown manager, economic development director, etc. There are no entry fees required for this category. The Texas Downtown Board of Directors may invite communities or organizations to submit a nominee for this award. **There are no finalists in this category. The Texas Downtown Board selects the winner.*

Please answer the following questions:

1. How long has this person been employed as a downtown professional?
2. How has your downtown benefited from this individual?
3. Has this person been involved in regional or statewide downtown efforts?
4. How does this person go above and beyond the professional call of duty?
5. How does this person impact the community and contribute to revitalization and/or vibrancy of downtown or the commercial district?

For this category: Entries do not require registration or payment of awards fees. Nominations must be submitted via email by midnight on Friday, July 25th.

Responses to questions should be provided in a Word document and a max of two high resolution images should be provided. One of the two images should be an individual photo of the nominee.

All materials should be emailed to shelly@texasdowntown.org with the subject line "Susan Award" by midnight on Friday, July 25, 2025.