



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, 2020, and June 30, 2022.

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

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/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 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 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 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, 2020, and June 30, 2022.

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

Best Promotional Event: This category has two subcategories.

Traditional 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.

Digital Campaign

Recognizes excellence in the creation and execution of a digital campaign or event. Types of events includes marketing campaigns, online performances, virtual events, and meet-ups.

Please answer the following questions:

1. What is the goal of the traditional event/digital campaign?
2. What is the estimated attendance of the traditional event/digital campaign?
3. Was the traditional event/digital campaign designed to produce revenue? If so, what was the amount of profit and for what purpose is the revenue used?
4. How does the traditional event/digital campaign 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.

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 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.



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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 sponsored or hosted that made a difference in the downtown?
3. How does this partner impact the community and contribute to revitalization of downtown or the commercial district?

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.

Resiliency Award

Recognizes local projects and programs that were launched in the *past year* (June 30, 2021 – June 30, 2022). 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.

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 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 the winner.*

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?



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Susan H. Campbell Award for Professional Excellence*: Susan Campbell was a TDA 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 TDA Board of Directors may invite communities or organizations to submit a nominee for this award. **There are no finalists in this category. The TDA 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 of downtown or the commercial district?

For this category only: Entries do not require registration or payment of awards fees. Nominations must be submitted via email by midnight on Friday, July 29.

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

All materials should be emailed to catherine@texasdowntown.org with the subject line "Susan Award" by midnight on Friday, July 29, 2022.