



# Awards *CATALOG*

Recognizing  
Excellence in  
Oakland County  
Downtown  
Development

**Submission Deadline:**  
5 p.m. | Monday, March 30, 2020

**Make Plans Today to Attend**

The Main Event Awards Ceremony | May 7, 2020  
*The Treasury | 30 N. Saginaw Street | Pontiac*



200<sup>™</sup>  
1820-2020  
OAKLAND  
COUNTY MICHIGAN  
BICENTENNIAL

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#### Select Level

Berkley  
Clawson  
Farmington  
Ferndale  
Franklin  
Highland  
Holly  
Lake Orion  
Ortonville  
Oxford  
Pontiac  
Rochester  
Royal Oak

#### Associate Level

Birmingham  
Lathrup Village  
Wixom

#### Affiliate Level

Auburn Hills  
Clarkston  
Groveland Township  
Hazel Park  
Holly Township  
Leonard  
Madison Heights  
Oak Park  
South Lyon



## THE MAIN EVENT

SAVE  
• THE •  
DATE

MAY 7 2020

Save-the-Date The MSOC Awards will be presented at the Main Event on **Thursday, May 7**, in the evening at the Treasury in downtown Pontiac.

# INTRODUCTION

## *Main Street Oakland County Awards*

### **The Awards**

2020 marks the 20th Anniversary of the Main Street Oakland County program. This year, the Main Event will encompass the past two decades of Main Street successes. Each community has had impactful people, projects or events that have shaped their downtown over that time. Whether it be the individual who leads the charge to becoming a Main Street, the saving of a historic building that the community rallied behind, an event that grew from 10 attendees to 1,000, or a development that improved the long-term economic outlook of the downtown.

While the awards are intended to reflect 20 years of downtown progress, it doesn't mean that a community had to maintain the successful activity for the full 20 years, and the success could have occurred before the community became a Main Street member. Your award submission should represent the cumulative impact and efforts over time—with one award representing each of the Main Street Approaches: Design, Economic Vitality, Promotion, and Organization. Look for the people and things that have had a significant impact over the last two, five, 10 or 20 years.

Winning an MSOC award adds prestige to your downtown and allows your community to take a bow and highlights the value of the work being done. Winning could mean additional dollars for your budget. "Spirit of Main Street" award, sponsored by Genisys Credit Union, and "Window on Main Street" award, sponsored by Turner Restoration, each come with cash prizes for the winner. In every category, winners will receive a custom-made plaque with a handcrafted tile from Pewabic Pottery — plus recognition in Oakland County's post award press release and social media. Each award description and eligibility requirements are detailed on the following pages. MSOC may award more than one winner for each category if it is deemed appropriate by the judging committees.

MSOC designated districts may apply for only one (1) award per category, except for Window on Main Street which a community may submit up to three (3), where eligible (*i.e.*, *Select Level communities may apply for up to six awards. Associate and Affiliate Level communities may apply for up to three awards.*)

### **Submissions**

All submissions will be made to MSOC via an [online application form](#) available at [MainStreetOaklandCounty.com](http://MainStreetOaklandCounty.com)

Please enter one nomination per form. Enter community name, nomination name, etc. using this form. Select award categories from the pulldown menu. Additional nominations can be submitted using the same online form.

### **Deadline**

All award nominations must be received by Oakland County's Department of Economic Development & Community affairs by 5 p.m., Monday, March 30, 2020. If you have any questions regarding the submission process, you may contact John Bry at (248) 858-5444 or by email at [bryj@oakgov.com](mailto:bryj@oakgov.com).

### **Extensions**

There are no extensions to the deadline — no exceptions. Late entries will not be accepted, so please start early.

# INTRODUCTION *(cont.)*

## **Award Judging**

Award judging panels for this special year may be comprised of EDCA staff and/or other professionals in the fields of downtown development.

## **Helpful Tips**

- Don't assume that the judges know your community or project
- When reviewing the specific award criteria, think of ways that you can communicate why your nominee qualifies for the award.
- Be specific and provide short descriptions or bullet points highlighting the impact the individual or project has had to your Main Street program or community.
- Pictures are worth a thousand words, so include photos where available to offer insight on the impact of your nomination/nominee.
- Use press clippings, letters of support, awards or other items that you feel communicate the reason you have made the specific nomination.

AWARDS for

# All MSOC *COMMUNITIES*





# SPIRIT OF MAIN STREET

*A Video Essay sponsored by Genisys Credit Union*

Every MSOC community is eligible to enter and compete to win \$2,500 for its local program. Your video can be up to no more than 3 minutes, as one complete edited video. The video will be judged on content and production quality. Videos should be enthusiastic, energetic, and tell your story. The video needs to impart the spirit of your program and district.

## Rules & Eligibility

- Video should be between 2-3 minutes in length, as a final edited version
- Video must be new
- Video must not be professionally produced
- Past submitted videos are not eligible

## Judging Criteria

- Time standard: 2-3 minutes total
- Quality and content are considered
- Story line and delivery
- Originality and creativity
- People and/or places highlighted
- Excitement and energy conveyed
- Collaboration in production

## The Prize

\$2,500 will be presented to the winner by Genisys Credit Union at The Main Event.

## Tips

- Develop a story line. It could be all-encompassing or a single, unique event/challenge/accomplishment that demonstrates your district's spirit.
- Determine who or what will tell the story; get it on video
- Include images in the video to demonstrate a particular point
- Give it a title — it helps the viewer understand what they are seeing
- Music is always good
- Decide what your story is
- Tie into *Main Street Oakland County's 20th Anniversary*

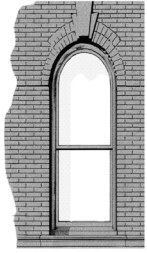
### Deadline of intent to participate

5 p.m. | Monday, March 30, 2020

### Notification of intent to participate to:

John Bry, MSOC Program Coordinator  
(248) 858-5444 | [bryj@oakgov.com](mailto:bryj@oakgov.com)

Turner Restoration



# WINDOW ON MAIN STREET

*Sponsored by Turner Restoration*

Display your community pride with this award that celebrates the transformation of your downtown over the last 20 years. All MSOC communities are eligible to participate in this collaborative competition showcasing the window design skills of a local business in partnership with the local MSOC organization. The winning window will earn the business and the organization a cash prize of \$750 EACH and bragging rights as the coolest display behind glass in all of Oakland County.

### Rules & Eligibility

- Past award recipient communities may re-submit nominations annually;
- The local MSOC organization may partner with up to three (3) business of its choosing to create window displays at the selected businesses
- Celebrated the transformation of your downtown over the last 20 years
- Window displays must incorporate and/or showcase the business
- Window displays must acknowledge MSOC, the contest and sponsor by displaying an 8.5 x 11 inch sign provided by MSOC
- Window must be located within the community's designated district, whether it is a PSD, DDA, CIA or other such area as designated by the local program
- Window display must be completed and in place by TBD April 30, 2020. It must remain in place through May 15, 2020

### Judging Criteria

- Creativity and originality
- Adherence and execution of theme
- Incorporation/display of business
- Use of materials
- Promotion of the local program as a participant of Main Street Oakland County
- Recognition of award sponsor
- Collaboration between organization and business

### The Prize

\$1,500 cash prize to be split equally between the business and district's official MSOC organization.

#### Deadline of intent to participate

5 p.m. | Monday, March 30, 2020

April 30, 2020 at 5 p.m.

*Window completed for judging*

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#### Notification of intent to participate to:

John Bry, MSOC Program Coordinator  
(248) 858-5444 | bryj@oakgov.com

AWARDS *for*

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# Select

*LEVEL COMMUNITIES*





# MAIN STREET PIONEER

The Main Street model is a grass roots, community driven program. Look back over the past 20 years for an individual(s) who was instrumental in instilling a desire for downtown revitalization, which eventually led to participating in the Main Street program.

Good board members, volunteers, elected officials and other local leaders and influencers are the life blood of every local program. They offer time, talent and treasure to drive the revitalization or management process. They serve on boards and committees, lead projects, lend a helping hand when needed and serve as positive community ambassadors for the district and its ongoing success.

This award honors that special individual(s) who has invested considerable personal time and energy to enhance the downtown and organization over the life of the local Main Street program. This award is for individual(s) who have so positively influenced the community, and their impact has been felt for many years.

## Rules & Eligibility

Nominee no longer needs be active with the program or downtown but must have had a significant impact to the downtown for an extended period of time

## Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Extent of the nominee's participation, the quality and amount of the time donated  
*Example – time volunteered, money raised, programs initiated, etc.*
- Degree which nominee's commitment went above and beyond expectations

### Deadline

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# OUT IN THE STREETS

Every downtown has places that make it special and unique. From historic landmarks/buildings, to trails and green spaces, to public gathering spaces, and just about any other space that is important to your Main Street. Main Street Oakland County's historic commercial districts are defined by places with unique characteristics. This award recognizes an outstanding historic preservation effort or placemaking project or initiative that has had a significant and long-term impact to the downtown in the last 20 years.

Examples: Historic building(s) rehabilitation, major streetscape enhancements, road diet implementation, public space creation, preservation plan and/or ordinance, public art program or other project that improved the placemaking and uniqueness of your Main Street.

## Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership
- Project must be accessible or visible to the public
- Action can target areas, districts and/or properties
- Action can be a single initiative or a series taken over time
- Action must support high standards of preservation, restoration and design

## Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Quality and innovation of final design
- Accessibility by the public
- Measurable results or impact upon the district

### Deadline

5 p.m. | Monday, March 30, 2020

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# SELLING MAIN STREET

Getting people downtown to shop, eat and drink, have fun, explore and live is a goal of all Main Street organizations. It is important to continuously sell the community and communicate the importance of a vibrant downtown for the entire community. This award recognizes an outstanding special event, image campaign or public relations campaign that has grown and had a sustained impact on your Main Street during the last 20 years.

Examples: special events, stakeholder engagement events or programs, websites or social media programs and advertising campaigns to promote the work of the downtown organization.

## Rules & Eligibility

- Project can be publicly developed or a combined private and public partnership
- Project can be a reoccurring activity or one-time event
- Project may be an event, image campaign, website/mobile app, promotional piece

### Deadline

5 p.m. | Monday, March 30, 2020

### Need Help? Contact:

John Bry, MSOC Program Coordinator  
(248) 858-5444 | [bryj@oakgov.com](mailto:bryj@oakgov.com)

## Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Collaborative and innovative partnerships
- Measurable outcomes leading to positive change

# TRANSFORMING THE ECONOMY

The Main Street approach is one of the leading economic development tools for downtowns throughout the U.S. A strong local economy is the goal of every program in Oakland County; however, what represents economic vitality in each Main Street can vary greatly. This award recognizes the most impactful development or program leading to the transformation of your local economy. This award is not an apples-to-apples comparison. Think specifically about your Main Street program and the downtown and what has moved the needle in a positive direction for your community during the last 20 years.

Examples: new anchor business that increased employment and/or foot traffic, a new business filling a market demand, infill development that improved the quality of life downtown, parking, infrastructure, trails, wayfinding and/or other downtown destination development that improved the perception and sense of place of the Main Street and lead to increased economic activity.

## Rules & Eligibility

- Project/strategy can be publicly developed, privately developed, or a combination
- Project/strategy must contribute to strengthening the district's economic vitality

## Judging Criteria

- Relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district

### Deadline

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AWARDS for

# Affiliate & Associate *LEVEL COMMUNITIES*



# PROGRAM ON THE RISE

## Economic Vitality

Revitalizing a downtown or neighborhood commercial district requires focusing on the underlying economic vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators and locals alike. With the nationwide growing interest in living downtown, supporting downtown housing is also a key element of building economic vitality.

## Design

A focus on design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian-friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently designed buildings, transit-oriented development and much more.

## Promotion

Promoting Main Street takes many forms, but the ultimate goal is to position the downtown or commercial district as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses and property owners that this place is special. *(Continued)*

# PROGRAM ON THE RISE *(cont.)*

## Organization

A strong organizational foundation is key for a sustainable Main Street revitalization effort. This can take many forms, from a stand alone non-profit organization, to a special assessment district, to a program housed in a municipality or existing community development entity. Regardless of the organizational type, the focus is on ensuring that all organizational resources (partners, funding, volunteers etc.) are mobilized to effectively implement the community transformative strategies.

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### Rules & Eligibility

- Effort/project should show the growth and progression of the Main Street program
- Effort/project can involve one or more areas of the Main Street Approach: Economic Vitality, Design, Promotion, and Organization for the award nomination
- Effort/project can be public, private or partnership

#### **Deadline**

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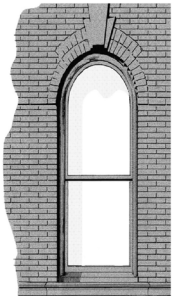
### Judging Criteria

- Relevance to the district's strategies and goals
- Understanding of the Main Street Approach™
- Defined purpose and measurable outcomes
- Volunteer, public and/or private sector engagement
- Impact on establishing an on-going Main Street program

# Thank You *To OUR SPONSORS*



Turner Restoration



MainStreet  
OaklandCounty.com



DAVID COULTER  
OAKLAND COUNTY EXECUTIVE