



2024 AWARDS APPLICATION





2024 SCHEDULE

**MONDAY
MAY 6**

Nominations Open

**WEDNESDAY
JUNE 5**

Nomination Deadline

**WEDNESDAY
JULY 3**

Finalists Notified
of Results

AUG 26-29

Conference in Thomasville

**WEDNESDAY
AUGUST 28**

Awards Ceremony and
Presentation at the
Georgia Downtown
Conference in Thomasville



**GEORGIA
DOWNTOWN
ASSOCIATION**

AWARDS APPLICATION

2024 Georgia Downtown Conference

Recognizing outstanding programs, businesses, and people that promote downtown revitalization in Georgia's communities.



OVERVIEW AND SELECTION OF AWARDS

The purpose of these awards is to recognize, honor and promote the outstanding achievements of Georgia's local downtown development and revitalization organizations. The Selection Committee will meet, review and score all nominations. By decision of the Selection Committee, awards may not be given in every category each year and the number of awards given is at the discretion of the Committee. Also, the Selection Committee reserves the right to transfer a nomination to a more appropriate category.

CELEBRATION AND RECOGNITION OF WINNERS

Awards recipients will be announced to the public at the Georgia Downtown Conference Awards Ceremony in Thomasville, GA on the evening of August 28, 2024.

ELIGIBILITY REQUIREMENTS

To be eligible for submitting a nomination, you must be a member of the Georgia Downtown Association. If you are not a member, and you are interested in learning more about membership benefits, call: **(678) 244-0511**, email: rcoakley@gacities.com, or visit: <http://www.GeorgiaDowntownAssociation.org>.

REQUIRED ATTACHMENTS FOR ALL NOMINATIONS

- Attach a description of the nominee's involvement or the nominee's project. Complete two descriptions.
- Attach 3-5 photos that best represent the nominee's involvement or the project.

**PLEASE RETURN THE APPLICATION, ALONG WITH ATTACHMENTS TO:
WWW.GACITIES.COM/HOME**



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AWARDS CATEGORY (descriptions on next page):

ORGANIZATION

- Premier Partner
- Main Street Hero
- Best Creative Fundraising Effort

PROMOTION

- Premier Special Event
- Creative New Event
- Outstanding Promotional Campaign

DESIGN

- Best Placemaking Project
- Best Façade Rehabilitation
- Best Public Improvement Project

ECONOMIC DEVELOPMENT

- Best Adaptive Reuse
- Outstanding Community Transformation / Downtown of the Year

NAME OF NOMINEE: _____

Name of Organization: _____

Email: _____ Phone: _____

Nominee's Mailing Address: _____

City: _____ Zip Code: _____

AWARD TITLE: _____

NAME AS IT WILL APPEAR ON AWARD: _____

Name of Primary Contact on Nominated Project: _____

Nominated Organization's Status: Public Private

Nominated Community's Name: _____

Population: _____

Total Investment (if applicable): _____

CONTACT INFO: *Primary Contact for the Awards Selection Committee*

Your Full Name: _____

Organization / Business You Represent: _____

Email: _____ Phone: _____

I do solemnly swear that the above information provided is both truthful and accurate. I understand that all text and photos submitted in this application may be used by the Georgia Downtown Association during the awards ceremony and in press related materials pertaining to the award winners.

Yes, I agree. No, I do not agree.

Signature: _____ Date: _____



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CATEGORY DESCRIPTIONS

ORGANIZATION

- **Premier Partner:** Recognizes creative joint ventures between the downtown organization and another local, community entity or entities (public or private).
- **Main Street Hero (Public or Private):** Recognizes outstanding contributions by an individual toward the revitalization of a downtown.
- **Best Creative Fundraising Effort:** Recognizes a creative and successful way to secure funding for the downtown or a specific event.

PROMOTION

- **Premier Special Event:** This award will recognize a downtown organization that has created a first time and/or premier quality event, generating traffic for the downtown and/or serves as a fundraiser.
- **Creative New Event:** This award recognizes a downtown organization that has created a quality creative event, generating traffic for the downtown and/or serves as a fundraiser.
- **Outstanding Promotional Campaign:** This award will recognize a downtown organization that has developed the best effective public relations piece, promotional campaign or social media promotion. Projects may include printed publications, graphic images, products, signage (directional/billboards), websites, e-newsletters, or social media tactics. It may also include image ad campaigns or image events such as a display.

DESIGN

- **Best Placemaking Project:** This award will honor a downtown organization that has implemented attractive and sympathetic improvements for a public area in the historic district. Projects can be any scale (small to large) and may be public or privately funded.
- **Best Façade Rehabilitation:** This award will recognize a quality façade rehabilitation project costing (**check appropriate amount**):
 - \$10,000 or less Over \$10,000
- **Best Public Improvement Project:** This award is given to a municipality or downtown program that has designed and implemented attractive and sympathetic improvements for its district.

ECONOMIC DEVELOPMENT:

- **Best Adaptive Reuse:** This nomination should address the economic impact of how a historic building has been returned to productive use (including adapting it to a new use) while maintaining architectural integrity.
- **Outstanding Community Transformation / Downtown of the Year:** This is an overall award that goes to a downtown program that has achieved a successful, preservation-based downtown revival.