



2022
GEORGIA
DOWNTOWN
• • • ★ • • •
CONFERENCE
MACON, GA

2022 AWARDS
APPLICATION



2022 SCHEDULE

**MONDAY
MAY 9**

Nominations Open

**WEDNESDAY
JUNE 15**

Nomination Deadline

**THURSDAY
JULY 7**

Finalists Notified
of Results

AUG 22-25

Conference in Macon

**WEDNESDAY
AUGUST 24**

Awards Ceremony and
Presentation at the
Georgia Downtown
Conference in Macon



**GEORGIA
DOWNTOWN
ASSOCIATION**

5192022

AWARDS APPLICATION

2022 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 Macon, GA on the evening of August 24, 2022.

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: (470) 582-6437, visit: <http://www.georgiadowntownassociation.org>, or email: rcoakley@gacities.com.

REQUIRED ATTACHMENTS FOR ALL NOMINATIONS

- Attach a description of the nominees involvement or the nominee's project. The description must be at least 250 words but no more than 500 words.
- Attach 3-5 photos that best represent the nominee's involvement or the project.

PLEASE RETURN THE APPLICATION, ALONG WITH ATTACHMENTS TO:

rcoakley@gacities.com

WWW.GEORGIA DOWNTOWN ASSOCIATION.ORG



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2022 Georgia Downtown Conference

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: _____

PROJECT TITLE: _____

Name of Primary Contact on Nominated Project: _____

Nominated Organization's Status: ☐ Public ☐ Private

Nominated Community's Name: _____

Population: ☐ < 5,000 ☐ 5,000-10,000 ☐ 10,000-20,000 ☐ > 20,000

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:** 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** (based on community population):
☐ < 5,000 ☐ 5,000-10,000 ☐ 10,000-20,000 ☐ > 20,000
- **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:** (2 Awards): 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.

The Georgia Downtown Conference is the one gathering in Georgia each year that brings together people who understand exactly what kind of work you do, the kinds of opportunities specifically available to a community like yours, the types of challenges you face, and the creative ways to overcome them. Each year a variety of session topics, tours, and networking events are offered to assure you an enlightening conference experience.

The Georgia Downtown Conference is designed to further educate individuals on issues affecting downtown development on a national and statewide level, reinforce existing downtown development efforts, and help plan for future initiatives. It is a conduit to promote downtown and economic development through public awareness, governmental relations, and education. The highlight of the conference will be the Georgia Downtown Awards Ceremony where the accomplishments of those organizations and individuals who have demonstrated outstanding achievement and improvement in Georgia's traditional downtowns will be celebrated.

PREVIOUS GEORGIA DOWNTOWN CONFERENCE LOCATIONS

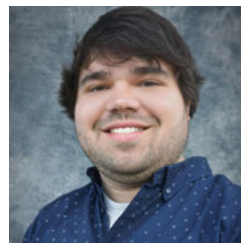
2021 Brasstown Valley
2020 Virtual
2019 Jekyll Island
2018 Braselton
2017 Columbus
2016 Athens
2015 National Main Street Conference in Atlanta
2014 Decatur
2013 Savannah
2012 LaGrange

BOARD OF DIRECTORS

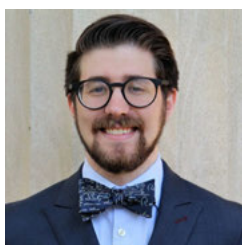
2022 Georgia Downtown Conference



Ms. April O. Norton
President
Managing Director
of Marketing &
Communications
City of Thomasville
District 10



Mr. Jeffrey Fowler
Vice President
Executive Director
Hometown Warrenton Inc
District 7



Mr. Christian Hamilton
Secretary/Treasurer
Main Street Manager
City of Toccoa
District 2

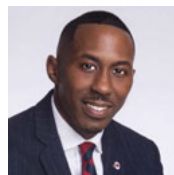


Mr. Mathew Hill
Immediate Past President
DDA Executive Director
City of Brunswick
District 12

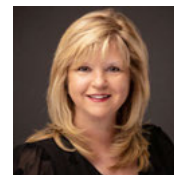
BOARD MEMBERS



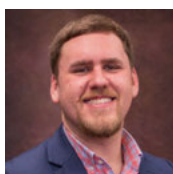
Ms. Aundi Lesley
Board Member
DDA Director
City of Rome
District 1



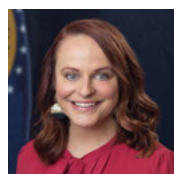
Mr. Ricky Clark
Board Member
City Manager
City of Jonesboro
District 3



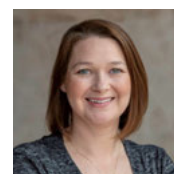
Ms. Velinda W. Hardy
Board Member
Downtown Dev. Manager
City of Canton
District 3



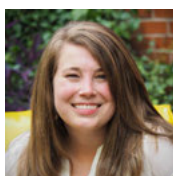
Mr. Taylor J. Smith
Board Member
Economic Dev. Coordinator
City of Thomaston
District 4



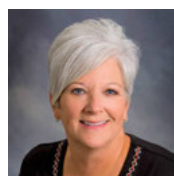
Ms. Abigail Strickland
Board Member
Main Street Manager
Newnan DDA & Main Street
District 4



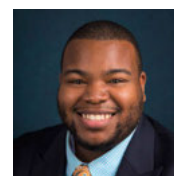
Mrs. Kendrick Ward
Board Member
Main Street Manager
City of Greensboro
District 5



Ms. Emily Hopkins
Board Member
Director of Place
NewTown Macon
District 6



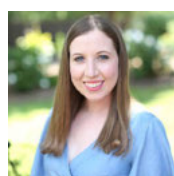
Ms. Monica Rentfrow
Board Member
Main Street Director
City of Cordele
District 8



Mr. Qaijuan Willis
Board Member
Main Street Director
City of Americus
District 8



Ms. Tonya Parker
Board Member
DDA / Main Street Director
City of Vidalia
District 9



Mrs. Abbey McLaren
Board Member
Director of Economic Development
City of Tifton
District 11



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