

Downtown Alliance's

# Downtown Awards

*Making Downtown Great*



## Awards Overview

*Making Downtown Great.* The Downtown Awards are being established as an annual program to recognize exceptional accomplishments in the ongoing investment in downtown Grand Rapids. In other words, we want to recognize our shiniest stars!

Through this event we hope to focus attention on the growth and investment that continues in the downtown, even through rough financial times. We will recognize individual businesses for the work they are doing, and doing well, and inspire additional renovation and high quality design. Last, we want to encourage people to visit downtown Grand Rapids, and cast their vote for the project of their choice.

### Process:

The Downtown Alliance Awards Committee will accept nominations until midnight on Tuesday, June 8, 2010. They will review the nominations based on the evaluation criteria to determine which nominations will move forward in the process. Once the list of approved nominations has been defined, the Awards will be opened for public voting (mid June– August 21). The public will be asked to vote for their choice for first place in each category through the [www.downtowngr.org](http://www.downtowngr.org) website. The final decision on the first place winner will be a combination of the public vote and the Awards Committee vote. The remaining projects will receive honorable mention.

### Definition of the Downtown Awards district:

The Downtown Awards district will be described as follows:

North: I-196

South: Wealthy Street

West: Grand River to 131

East: Jefferson, with East Fulton extended to Barclay

### Who is eligible?

Any downtown project within the timeframe established by the Awards Committee is eligible. Projects must be 95% complete to be eligible in the current awards cycle. The 2010 Awards cycle will include all projects from the last several years.

### Evaluation Criteria:

Winners will be evaluated with the following criteria:

- Modeling a standard of excellence
- Innovation; an innovative or unique approach
- Achieves a maximum positive impact
- Working with/enhancing the existing design and assets of downtown Grand Rapids

As well as the individual criteria of the nomination category.

### Public Voting and First Place Awards:

The public voting will begin mid June and continue through August 21. There is one vote allowed for first place in each category per email address. The First Place winners will be announced at the Downtown Alliance Annual Meeting in September.

Winners will be presented with special awards designed by Gretchen Minnhaar – to be known as a “Gretchen.” These signed, one of a kind awards will be presented at the annual Downtown Alliance meeting in September. Minnhaar is an award winning international artist who lives in downtown Grand Rapids.

**Categories for 2010 Downtown Awards:**

- **Exterior Renovation**
  - Recognizes excellence in the exterior rehabilitation of an existing building.
- **New Construction**
  - Recognizes excellence in a new construction project.
- **Adaptive Reuse**
  - Recognizes excellence in the conversion of an underutilized building into a new and creative use.
- **Small Project, Big Impact**
  - Recognizes excellence in smaller investments that enhance the downtown through changes to a building or streetscape.
- **Making Downtown Great**
  - Recognizes excellence in any project, promotion or event that has a positive impact on downtown Grand Rapids.
- **Best Kept Secret**
  - Recognizes excellence in an existing feature of a building or business. This could include beautification, a great view or an interesting bathroom.

For further information, contact the Downtown Alliance at 616.771.0346 or [Sharon@downtowngr.org](mailto:Sharon@downtowngr.org).