



# 2019 TOWNIE AWARDS GUIDE

PENNSYLVANIA'S PREMIER  
REVITALIZATION CONFERENCE  
JUNE 2 - 5, 2019 | ERIE, PA

Your community accomplished something incredible & inspiring this year.

## We want to hear about it.

The Townie Awards are a festive and venerable tradition designed to recognize the commonwealth's core communities and individuals for creation and implementation of projects, programs and events that exemplify the goals of PDC's community revitalization mission. Eligible communities consist of Pennsylvania Downtown Center's nearly 200 member organizations, including Main Street and Elm Street programs, making the Townies a competitive award process each year.



***Builds credibility, community pride, and recognition*** for volunteers' time and efforts

***Statewide press release*** to media and government agencies;

***Letter of recognition to the Governor***

***Featured on PDC's website*** throughout the following year

***Highlighted in PA Downtown Center's weekly e-update, the Messenger***

### GENERAL NOMINATION CRITERIA

1. The application period for submitting a Townie Award nomination form shall be for projects, programs and activities completed between January 1, 2018 and December 31, 2018.
2. Either the applicant or the nominee must be a member in good standing of Pennsylvania Downtown Center (PDC) at the time of nomination and on the date of award is eligible to win a Townie Award.
3. Applications must clearly identify the nominating person or entity (the applicant), as well as clearly identify the individual or entity being nominated (the nominee).
4. The applicant or entity is responsible for fulfilling all application submission requirements. Once the application is received by PDC, PDC will determine if the nominee is a member in good standing.
5. The Awards Committee will review submissions based solely on the nominations and the application materials submitted relative to the category for which the entity was nominated. The Awards Committee may not arbitrarily move a nominated entity from one category to another. The Awards Committee may notify the nominating entity that a nominated project does not meet the criteria established for the particular category for which the application was submitted. Based upon such notification, the nominating entity may submit a revised application form. All other support material need not be re-submitted.
6. Depending on the nature of the application, a resubmission may be necessary. Nominating entities notified of the potential to resubmit an application shall be allowed a mutually agreeable time to do so. Any re-submission that is not received in accordance with the above time frame may be deemed ineligible for further consideration.
7. Submission of one or more nominations in a category does not automatically mean that an award will be granted in that category. Determination of whether one, or various nominations in any category, are worthy of consideration and award shall be made exclusively by the Awards Committee. The recommendations of the Awards Committee shall be delivered to the PDC Executive Committee for approval subject to a review of procedures used by the Awards Committee.
8. For award categories that contain sub-categories, the Awards Committee may, at its discretion, award Townies in one or more of the sub-categories, dependent upon determination of the quality of the submitted applications.

**SUBMISSIONS DUE FRIDAY, FEBRUARY 8, 2019**

**SUBMIT ONLINE**



"Each year we look forward to the Townie Awards presentation for its ability to excite and inspire our members to continue their community revitalization efforts. Our member communities work tirelessly to improve their cities and towns, and we love having the opportunity to applaud them for their efforts."

**BILL FONTANA, PDC EXECUTIVE DIRECTOR**

# 2018 *Townie* Award Winners

## **ORGANIZATIONAL EXCELLENCE**

### *PUBLIC SPACE IMPROVEMENT*

Building a Better Boyertown – Vision and Action Plan

### *COMMUNITY PARTNERSHIPS*

Oil City Main Street – Center Street Bridge Illumination

## **PHYSICAL IMPROVEMENTS & DESIGN**

### *ORGANIZATION DEVELOPMENT*

West Reading Elm Street - Cherry Street Mural Corridor  
Pittsburgh Downtown Partnership –  
Envision Downtown Mobility and Public Realm Enhancements

## **PROMOTIONS & MARKETING AWARDS**

### *SPECIAL OR NEIGHBORHOOD EVENTS*

Hamilton District Main Street Program, Allentown –  
10th Anniversary Blues, Brews & Barbecue Festival

### *RETAIL PROMOTIONS*

Easton Main Street Initiative – Spring into Easton

### *ANCHOR BUILDING AWARD*

Quakertown Alive! – The Free Press Building

## **SAFE, CLEAN & GREEN AWARDS**

### *CLEANLINESS*

Mainstreet Waynesboro – Doggie Waste Stations/Cleaner Sidewalks

### *COMMUNITY GREENING*

West Chester University and Borough of West Chester –  
Food Scraps Diversion & Composting Pilot

## **VOLUNTEER OF THE YEAR**

Easton Main Street Initiative, Ed Shaughnessy

## **CHAIRMAN'S AWARD FOR YOUTH INVOLVEMENT**

Building A Better Boyertown – Town Vision Video

## **BOARD LEADERSHIP AWARD**

Quakertown Alive! – Jann Paulovitz



## 2019 AWARD CATEGORIES

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### ORGANIZATIONAL EXCELLENCE

These awards are designed to recognize excellence in the areas generally relating to building a strong downtown or neighborhood revitalization organization, or achieving consensus and cooperation among the various groups that play a role in either the downtown or neighborhood revitalization effort.

#### ORGANIZATIONAL DEVELOPMENT

This award is earmarked for those organizations that have taken steps to ensure the creation of a strong central business district or neighborhood revitalization organization. Nominations for this sub-category of the Organizational Excellence Award shall be based on any of the following criteria, however those applications demonstrating activity in all three criteria areas will receive greater consideration:

- i. Degree to which a strong volunteer structure has been developed and implemented, primarily based on the number of volunteers and the number of volunteer hours;
- ii. Degree to which a long-term fundraising plan has been implemented (submitted as part of an organization's original strategy), and the success the organization has had in reaching its fundraising goals, including such measures as total dollars raised, dollars raised per capita in the community, and diversity of funding sources;
- iii. Nature and extent of an organization's communication with the community relative to the implementation of its downtown or neighborhood revitalization program. Activities shall include both quality and distribution statistics relative to websites, newsletters, advertisements, and similar items indicative of the organization's attempts to communicate its message to the larger community.

#### COMMUNITY PARTNERSHIPS

This award recognizes organizations that have reached out and forged innovative and mutually beneficial relationships with other downtown or neighborhood organizations (specifically, those that have an interest in downtown or neighborhood revitalization). Such relationships may include but are not limited to: partnerships between the nominated entity and chambers of commerce; business associations; merchants associations; colleges or universities; churches; social service organizations; and heritage parks. Evidence documenting such relationships may be in the form of cooperation agreements, or a Memorandum of Understanding (MOU), number of partnerships defining the quality of the relationships, and the longevity of cooperation, joint organizational charts, newspaper stories, other printed materials, and anything that further demonstrates and verifies a strong inter-organizational structure successfully working to ensure a revitalized downtown or neighborhood.



## (2)

### PHYSICAL IMPROVEMENTS & DESIGN AWARDS

These awards recognize programs or projects that impact design, historic preservation, façade improvements, signage, public space improvements, visual merchandising enhancements, transportation and parking issues, or zoning.

#### PROGRAM-WIDE FAÇADE RESTORATION (RESIDENTIAL AND/OR COMMERCIAL)

This award recognizes a community that demonstrates superior achievement in an area-wide façade restoration program, based upon factors such as: 1. Total number of storefronts preserved, restored, or rehabilitated; 2. Quality of the work undertaken (including attention to historic preservation); 3. Percentage of total storefronts rehabbed within the central business district (CBD) or neighborhood; 4. And, the public/private dollar ratio invested in the downtown area or neighborhood. *Before and After photos (high resolution, at 300dpi)* of projects completed in the last year must be submitted.

#### INDIVIDUAL FAÇADE RENOVATION (RESIDENTIAL AND/OR COMMERCIAL)

This award recognizes an individual façade renovation project that demonstrates a commitment to high quality workmanship. This sub-category award will be based on submission of support materials such as *before and after photos (high resolution, at 300dpi)* demonstrating dramatic impact on the building in question, individual building investment figures, and other materials showcasing the extent of an individual building's renovation project.

#### PUBLIC SPACE IMPROVEMENTS

This award recognizes a community that has demonstrated a willingness to invest in public space improvements as an integral part of a downtown or neighborhood revitalization effort. Included in this sub-category is the extent and quality of projects such as streetscape improvements, public parks, parking facilities, banner programs, way-finder or gateway signage systems, or physical improvements to make the downtown or neighborhood more bikeable or walkable. Emphasis shall be placed on the quality of workmanship, and impact upon the overall appearance of the central business district or neighborhood (**high resolution photos recommended, at 300dpi**).

# Award Categories

## PROMOTIONS & MARKETING AWARDS

### GENERAL IMAGE & IDENTITY

This sub-category recognizes efforts designed to improve the overall perception of a neighborhood or central business district. Appropriate submissions in this category include advertising campaigns (including print and electronic media), website creation or redesign, logos and slogans, and any other innovative marketing materials that convey a positive message concerning a neighborhood or central business district. Nominations for this award must demonstrate a connection between the creation of a marketing plan for the image or identity effort and the implementation of that effort. The application should include, in addition to a copy of the plan, copies of the graphic elements that support the effort, before and after images showing the actual placement of these identity elements, and any followup newspaper articles or other media coverage on the effort. Additional note shall be taken of those programs that illustrate a positive impact on the neighborhood or business district resulting from the effort.

### SPECIAL OR NEIGHBORHOOD EVENTS

This sub-category recognizes a noteworthy festival, fair, parade, block party, or other such annual event that, through its planning, quality, scope, level of participation, or extent of positive impact, furthers the community's broader objectives. This category may also recognize an annual calendar of special events that accomplishes the items detailed above. Note: This is by far the most popular category for submissions; as such, simply supporting the event by referencing its attendance levels and generation of revenue will likely not be sufficient to make the nomination competitive. Illustrating relationships built, new donors introduced to the organization and the cause, publicity generated and volunteer involvement should be detailed where applicable for a stronger nomination.

### RETAIL PROMOTIONS

This sub-category recognizes those marketing efforts designed to get people into stores and spend dollars in a downtown area. Typical submissions in this sub-category include cooperative advertising, sidewalk sales, holiday sales promotions, and similar activities. This sub-category will be judged on the degree of participation, quality of the event(s), extent of the annual calendar of retail promotions, and perceived benefit by the retail community within the central business district.



# Award Categories



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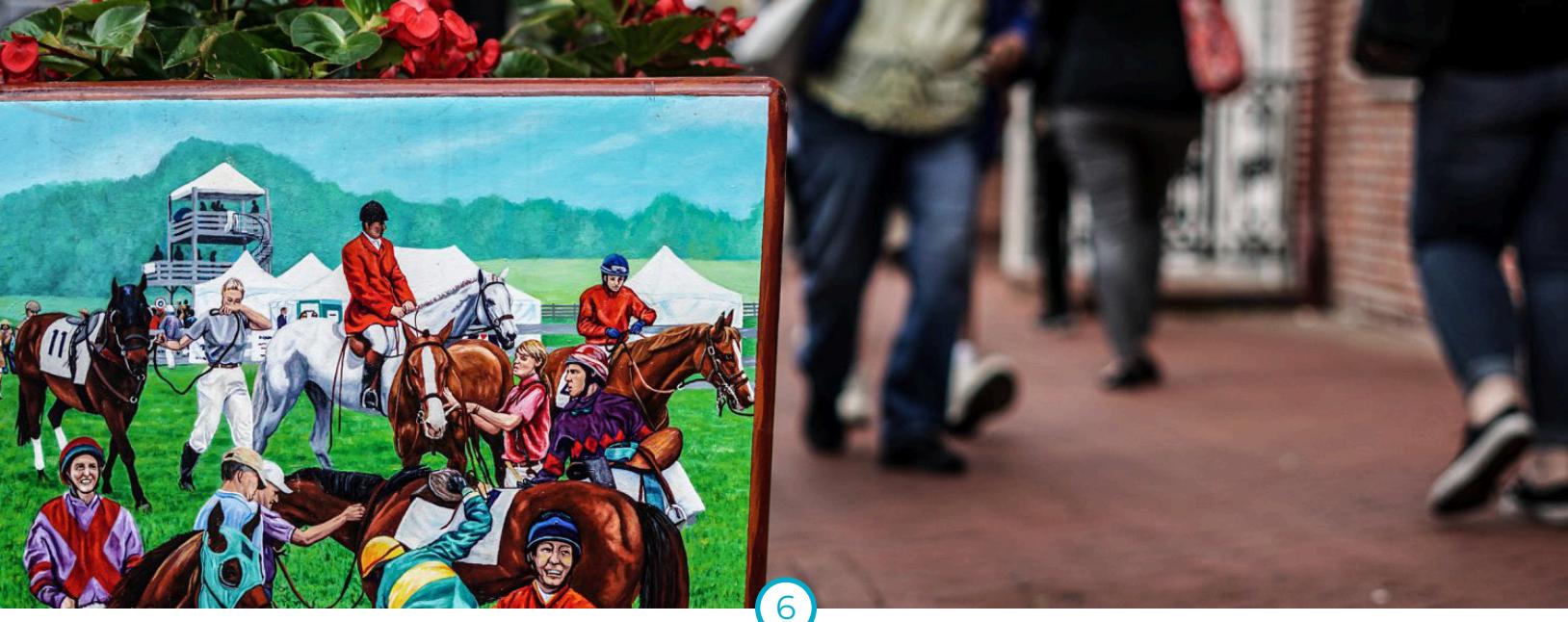
## ASSET ENHANCEMENT AWARD

This award recognizes Economic Vitality efforts in downtown areas and Neighbors and Economy efforts in residential areas (wherein documented planning has been successfully implemented for revamping economic generators within the downtown or neighborhood). In contrast to the Anchor Building Award, which focuses on the economic rejuvenation of a single building, the Asset Enhancement Award must demonstrate that a planned strategy has resulted in substantially improving the economic vitality of the business district or neighborhood as a whole. To be eligible, a community must demonstrate that a plan is in place to substantially reconfigure the economy of the CBD or neighborhood, and that the goals of the plan were realized, based on actions taken by the downtown or neighborhood revitalization organization. Supporting materials for this award category must include: before and after data of the economic structure of the downtown or neighborhood, evidence of the economic vitality plan, and documentation of the role of the downtown or neighborhood revitalization organization in facilitating the development and successful implementation of the plan. Factors such as overall investment, new job creation, increases in neighborhood employment rates, and tax base enhancements shall be considered in assessing nominations in this category. Communities that demonstrate a connection to an asset-based, economic-driven community vision, as well as at least one Transformation Strategy will be considered to receive additional points.

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## ANCHOR BUILDING AWARD

This award recognizes those organizations and partnerships that have developed and labored to bring the once proud central focus structure of the downtown or neighborhood back from the brink of demolition. Whether a department store, theater, train station, or church, this award honors Herculean efforts to save the icons of our core communities. This award shall be granted to those projects that involve a building of 10,000 square feet or more, that have been vacant, or largely underutilized for a period of time in excess of two years. The application and support materials must demonstrate the extent of reinvestment in the individual building, the nature of the funding plan put in place to finance the renovations, and partnerships created to carry out the plan. Projects that demonstrate a connection to an asset-based, economic-driven community vision, as well as at least one Transformation Strategy will be considered to receive additional points.



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## SAFE, CLEAN & GREEN AWARDS

These awards recognize efforts by a downtown or neighborhood revitalization organization to improve the quality of life in the neighborhood or CBD through efforts aimed at reducing the perception or reality of crime, creating a more pedestrian-safe environment, recovering from a disaster, steps taken to improve the cleanliness of the CBD or neighborhood, and improvement of the green environment within the project area. Sub-categories include:

### PUBLIC SAFETY

This award recognizes those activities that have been designed to improve the safety of the area and can document a reduction in crime rates or a reduction of pedestrian incidents within the neighborhood or central business district. Initial and post-program crime rates, or pedestrian incident rates, for the target area must be submitted, as well as other support materials documenting the success of the effort by showing clear evidence of an improvement in quality of life of area residents and business owners. A demonstrated recovery effort caused by either a natural or man-made disaster, such as a fire, flood, hurricane, etc. could also be considered. Support materials should include documenting the success of the effort by including the extent of the loss, the time of recovery from date of disaster, number of businesses reopened, number of employees brought back to work, etc. Some examples of appropriate programs in this sub-category include block watch programs, security hardware programs, security audit programs, pedestrian safety education, advocacy or enforcement of pedestrian incidents, community disaster preparedness activities, etc.

### CLEANLINESS

This award recognizes activities that have been designed to and can document a reduction in litter, trash or graffiti rates within the neighborhood or central business district. Initial and post-program litter rates for the target area (as evidenced by data such as [Keep Pennsylvania Beautiful Litter Indices](#)) must be submitted, as well as other support materials documenting the success of the effort via clear evidence of an improvement in the quality of life of residents and business owners. Some examples of appropriate programs in this subcategory include clean-up events, graffiti removal programs and abandoned auto removal programs.

### COMMUNITY GREENING

This award recognizes activities that have been designed to and can document an increase in the green environment within the respective neighborhood or central business district. Initial and post program data of pervious to impervious surface ratio, urban tree canopy %, water quality, storm water issues, etc. for the target area (as evidenced by data such as [EPA's Green Infrastructure Performance Summaries](#)) must be submitted, as well as other support materials documenting the success of the effort via clear evidence of an improvement in the quality of life of residents and business owners. Some examples of appropriate programs in this subcategory include tree planting, green walls, rain gardens, community gardens, bioswales, etc. that are visible in the community and provide a public benefit and create an ecological impact.

# Award Categories

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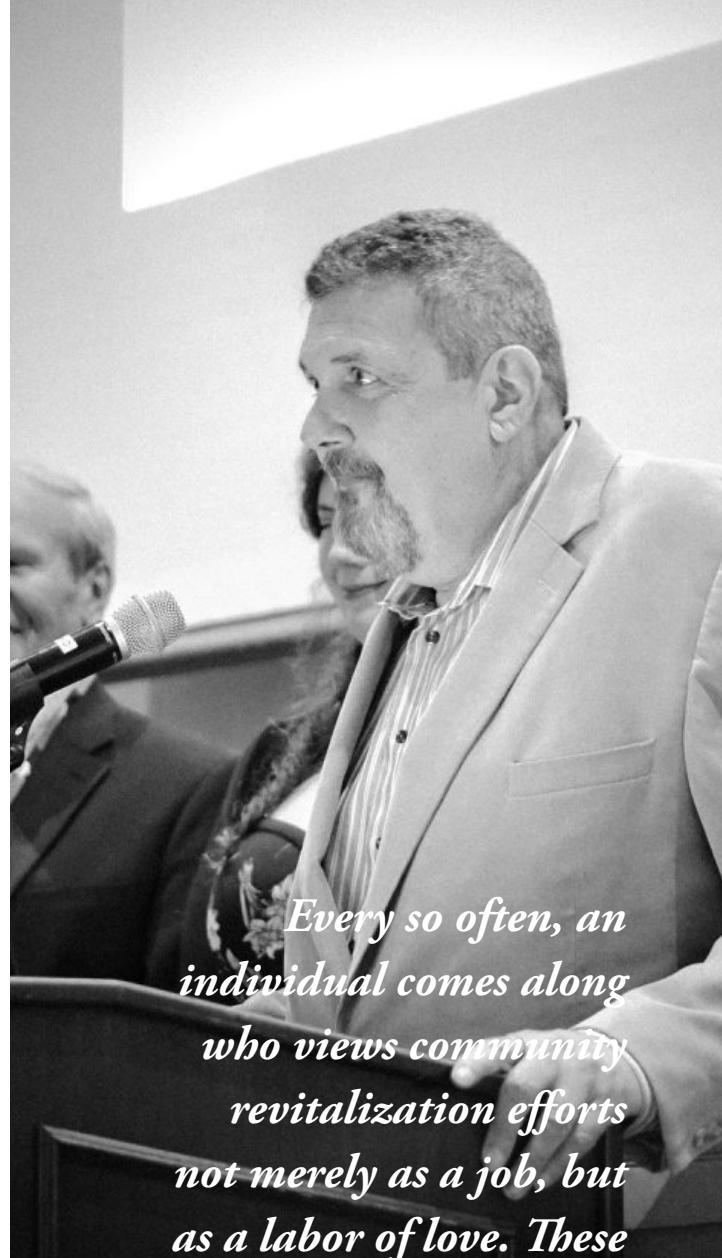
## OUTSTANDING ACHIEVEMENT BY A PROGRAM MANAGER

This award recognizes the unsung heroes of the downtown revitalization effort: the Main Street manager, the Elm Street manager, the Business Improvement District manager, local program manager or the downtown revitalization project manager. This award is granted to a manager who has undertaken or implemented an action or actions in the central business district or neighborhood that has positively and dramatically impacted the revitalization effort within the community. To be eligible for this award, the nominating entity must have demonstrated that the action or actions taken by the nominee were beyond those normally required of a program manager, and that, except for the intervention by or perseverance of the program manager, the respective program(s) or project(s) would more than likely not have succeeded.

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## LIFETIME ACHIEVEMENT AWARD (AKA THE TERI FOSTER AWARD)

Every so often, an individual comes along who views community revitalization efforts not merely as a job, but as a labor of love. These rare individuals make a dramatic impact not only on an individual community, but on the entire field of downtown revitalization. In an effort to recognize these individuals who have gone above and beyond the normal requirements of their job (and for an extended period of time), Pennsylvania Downtown Center reserves this most esteemed award. This category is only open to individuals with 10 or more years of experience in the community revitalization arena, and who have demonstrated a commitment to the Main Street or Elm Street philosophy and a deep understanding and appreciation of downtowns as the soul of community. The nature of their contributions must be evidenced through impact on more than one community, although the nominee need not necessarily have worked in more than one business district during their professional career. Due to the nature of this award, approval is required by PDC's Executive Director and the Teri Foster Awards Committee, prior to submission to PDC executive committee for review and approval. For this award only, a nominee need not be a member of Pennsylvania Downtown Center.



*Every so often, an individual comes along who views community revitalization efforts not merely as a job, but as a labor of love. These rare individuals make a dramatic impact not only on an individual community, but on the entire field of downtown revitalization.*

## VOLUNTEER OF THE YEAR

This award was established to acknowledge an exemplary volunteer each year and bring attention to the individual efforts that help make our communities a better place to live, as well as promoting and expanding the ethic of service to others. This award is meant to celebrate a volunteer whose commitment to community and to the program is truly extraordinary. Note: Individuals who have been nominated and selected for a volunteer award at the local level prior to being nominated for this category will receive special consideration, but local recognition is not required. If the individual has received a prior volunteer award(s), please submit the following documentation:

- a. Names of other people nominated locally; b. Criteria on which the selection was based; c. Award winner's numbers (volunteer hours, duration of service, outcomes of service, etc.) in meeting said criteria; d. Any local publicity concerning the local award that recognized the award winner.

## CHAIRMAN'S AWARD FOR YOUTH INVOLVEMENT

This award recognizes a student or group of students less than 20 years of age. The student(s) must have demonstrated an outstanding commitment to a particular community revitalization effort's five year strategy through devotion over time of his/her skills. As such, participation by a student in a single, one-day activity will generally not be considered as worthy of nomination. Some examples of appropriate activities that would warrant consideration include website development and maintenance, provision of graphic development skills, preparation of a video, use of technology in support of the effort, or organizing other students to encourage their involvement. This award will also be considered for groups of students or classes.

## BOARD LEADERSHIP AWARD

This award is meant to celebrate an exemplary board member whose commitment to the program and foresight, guidance and direction in leading an organization is truly extraordinary. Note: Individuals who have been nominated and selected for another leadership award at the local level prior to being nominated for this category will receive special consideration, but local recognition is not required. If the individual has received a prior volunteer award(s), please submit the following documentation: a. Names and organization/s of others who nominated the board member; b. Criteria on which the selection was based; c. Award winner's statistics in meeting said criteria; d. Any local publicity concerning the local award that recognizes the award winner.



**ABOVE** BILL KOHLER AND MAINSTREET WAYNESBORO, PROUD WINNER OF THE 2018 SAFE, CLEAN & GREEN TOWNIE AWARD FOR CLEANLINESS

*Award Categories*

# APPLICATION COVER SHEET

2019 Townie Award Application | DEADLINE: FEBRUARY 8, 2019

**SUBMIT ONLINE**

## APPLICANT INFORMATION (PERSON SUBMITTING THIS APPLICATION)

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

## NOMINEE INFORMATION (PERSON OR ORGANIZATION BEING NOMINATED)

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Project Name \_\_\_\_\_

## THIS NOMINATION IS FOR THE FOLLOWING PROGRAM TYPE:

Designated Main Street     Designated Elm Street     Non-Designated Program/Other

## THIS NOMINATION IS FOR THE FOLLOWING AWARD CATEGORY:

### 1. Organizational Excellence:

- Organizational Development
- Community Partnerships

### 2. Physical Improvements and Design:

- Program-wide Façade Restoration
- Individual Facade Renovation
- Public Space Improvements

### 3. Promotions and Marketing:

- General Image & Identity
- Special or Neighborhood Events
- Retail Promotions

### 4. Asset Enhancement

- Anchor Building

### 6. Safe, Clean and Green:

- Public Safety
- Cleanliness
- Community Greening

### 7. Outstanding Achievement by a Program Manager

- Lifetime Achievement Award (a.k.a Teri Foster Award)

### 8. Volunteer of the Year

- Chairman's Award for Youth Involvement

### 11. Board Leadership Award

**MAIL ALL CONTENTS TO THE BELOW ADDRESS,  
POSTMARKED BY FRIDAY, FEBRUARY 8, 2019:**

TOWNIE AWARDS SELECTION COMMITTEE  
C/O PENNSYLVANIA DOWNTOWN CENTER  
P.O. BOX 1265  
HARRISBURG, PA 17108

*Helping  
you make your  
town a better place*

