**2023 Minnesota Main Street Awards**

**What is this for?** Main Street Awards celebrate the achievements in Main Street Communities throughout the state of Minnesota. All Network, Affiliated, Designated and Accredited Communities and businesses, projects, or programming in those districts are eligible for nominations.

**Who can nominate?** Anyone familiar with a Main Street distrct can nominate! Multiple nominations are allowed.

**Who/What can be nominated?** People, Business, Building and Redevelopment Projects, and Special Events/Programs are all eligible for nomination. However, each nominee must be connected to a Main Street program or reside within the boundaries of the Main Street district.

**When do I make my nomination?** All nominations must be made by noon on Friday, March 31.

**Where and when are the awards?** Awards will be announced on Thursday, April 27 at the evening social event during the Buildings on Main Street Conference, which begins at 5 pm. In 2023 the conference will be held in Winona, MN, and the social will be held at Muddled Thyme, 75 W. Third Street.

**Why should I make a nomination?** Celebrating the growth and success of your Main Street program and district is important! We want to highlight the incredible work happening in districts around the state, and to showcase the exemplary efforts of the people working in those districts.

**How will awards be determined?** The selection committee will be made up of Rethos Staff and Board Members, along with organizational partners from multiple communities.

**Will I know if I've won an award in advance?** We will share the list of nominees publicly prior to the event, but we will not announce award winners prior to the April 27 social.

MINNESOTA MAIN STREETS

BY RETHOS

**Minnesota Main Street Award Categories**

1. Local Lightening Rod Award (Person)
    a. Recognizes: An Outstanding Main Street Staff, Volunteer, or Stakeholder.
    b. Focus on: The efforts put in by an individual in support of Main Street efforts, either event-specific or in general to the program or district.
2. Marketing Award (Promotion)
    a. Recognizes: A Special Event or Promotion, Business Cooperative, Fundraiser, or other similar event facilitated by a local Main Street program.
    b. Focus on: Branding, Marketing, Outcomes in attendance, money, or public awareness.
3. Community Mobilization Award (Organization)
    a. Recognizes: An event or initiative in which Main Street worked in tandem with public and private district stakeholders to achieve success in specified areas.
    b. Focus on: Collaboration between Main Street and public and private entities with measurable outcomes.
4. Public and/or Private Rehab Project (Design)
    a. Recognizes: Investment in physical spaces in Main Street District including:
        i. Façade Updates
        ii. Interior Renovations
        iii. Energy Efficiency Work
        iv. Streetscape Design
        v. Signage
        vi. Lights
        vii. Design Assistance
        viii. Grants for local businesses
        ix. Accessibility
        x. Ordinance Changes
    b. Focus on: Tangible changes in physical spaces.
5. Response & Rally Award (Economic Vitality)
    a. Recognizes: outstanding event or initiative in response to a local challenge, threat of demolition, natural disaster, accident or health crisis