



Call for Nominations: Missouri Downtown Revitalization Awards 2025



The **Evening of Excellence** will be the finale of Missouri’s Premier Downtown Revitalization Conference on July 24, 2025. The awards ceremony and dinner will send everyone home from the conference with new inspiration. Some will even carry an award home! This might be your community. The award nominations are an opportunity for YOU to honor the people, projects, and activities that are outstanding achievements in your downtown.

Submission Instructions

- * All nominations and supporting material must be submitted electronically to Missouri Main Street Connection (MMSC) using the Submittable platform including any images, by midnight on May 4, 2025.
- * Only Accredited, Associate, and Affiliate Main Street organizations in good standing in their agreement with Missouri Main Street Connection can submit award nominations. To determine if your organization is in good standing, email Ben White at ben@momainstreet.org.
- * Each Main Street organization will be limited to a total of six (6) nominations they can submit. MMSC will discard nominations over this limit at our discretion. Nominations can be submitted in overall categories as follows:
 - * Organization — Two (2) Nominations
 - * Economic Vitality — One (1) Nomination
 - * Promotion — One (1) Nomination
 - * Design — Two (2) Nominations

Submission Requirements for All Categories

- * A narrative for each nomination needs to be at least 500 words but no more than 1000 words.
- * Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi to be nominated. These photos will be shown during the Evening of Excellence Awards Ceremony if chosen.
- * The activity must have taken place between January 1, 2024 and December 31, 2024 unless otherwise stated in the special submission sections.
- * A project may only be nominated in one category.

Awards Deadline: May 4, 2025



Submission Release Information

- * Text and images may be reproduced in future publications of MMSC. Do not submit copyrighted photos.
- * Nomination materials are considered property of MMSC and will not be returned.

Judging and Finalist Information

- * Judges will not add new categories, but may re-categorize an entry or not award for a category.
- * All applications, narratives, and photos should be submitted electronically via Submittable for each category by May 4, 2025 by midnight.



Finalists and Awards Presentations

- * By June 6, Missouri Main Street Connection (MMSC) will notify you by email or phone if your entry is a finalist. Winners will **not** be announced publicly until the Evening of Excellence on July 24, 2025. Finalists or finalist designees are requested to attend, as paying guests, at the Evening of Excellence which includes the awards ceremony and dinner.
- * Winners will be recognized during the awards ceremony.
- * Winners will be featured on the MMSC website and social media platforms, in the summer edition of MMSC's newsletter, and in press releases following the event.



Awards Deadline: May 4, 2025

Organization Categories

Outstanding Community Empowerment Grant Community:

This award is for the program that has shown exceptional progress in establishing a new downtown revitalization organization. The organization should exhibit strong leadership activities with progress in each of the four points of the Main Street Approach™. Examples should be given to show evidence that the organization is working with the city and other public partners to accomplish downtown goals as well as developing a strategy for organizational sustainability. Community must have been an active Community Empowerment Grant community in 2023, 2024, or 2025.



Best New Awareness Campaign:

Recognition of excellence in a targeted campaign that educates the community about a stream-lined effort to raise awareness on a particular aspect of a Main Street activity i.e. Farmers Market, community pride, beautification, Main Street advocacy, economic development, historic preservation, volunteer development, an annual report, fundraising effort, etc. The narrative for the nomination should list the objectives of the campaign, if the objectives were reached, the impact on the community, and how the program will be maintained and improved in the future.



Spirit of Main Street:

This award goes to an individual from the community that has demonstrated continued support to the downtown revitalization program and showcased great work in the downtown. This individual must demonstrate why the effort was impactful and has gone above and beyond to further revitalization efforts.



Premier Partner:

Recognition of creative joint ventures between the Main Street organization and another local, community entity or entities (public or private). Ventures can be community events, programs, or publications.



Special Submission Requirements for Organization Categories

- * Nominations for the Outstanding Community Empowerment Grant Community may submit nominable activities that have taken place between January 1, 2023 to May 4, 2025.
- * Nominations in the Outstanding Community Empowerment Grant Community, Best New Awareness Campaign, and Premier Partner may submit up to eight (8) pages of collateral material to support the nomination.
- * Nominations for Best New Awareness Campaign must be accompanied by a detailed action or work plan.
- * Nominations for the Spirit of Main Street award must include at least one (1) head shot style photo of the individual being nominated along with three-four (3-4) candid photos of your nominee. These photos will be shown during the Evening of Excellence Awards Dinner.

Awards Deadline: May 4, 2025

Economic Vitality Categories

Outstanding Economic Impact Project:

Award granted to an individual, business, municipality, or a partnership of entities that has undertaken a new development project within a downtown district. This project does not have to be “brick and mortar,” but should improve quality of life and have a positive, measurable impact on downtown revitalization, including job creation and/or business expansion.

Best Downtown Housing Project:

This award recognizes the importance of people living downtown. Nominations can be for upper-story lofts or multi-unit apartments, new or renovated single-family housing, or other creative ways to add housing to the downtown area.

Main Street Business Recruitment Award:

Submissions in this category should highlight how the Main Street program assisted efforts to recruit new business to the Main Street district. Projects could include (but are not limited to): business recruitment focused incentives, creation of pop-up shop programs or business incubator spaces, business recruitment stories of success and how the community supported the recruitment efforts, etc.



Promotion Category

Creative New Promotion:

This award recognizes the downtown organization that has produced a quality creative promotion generating traffic for the downtown. The activity could be a Main Street-hosted event or other creative promotional activity.



Special Submission Requirements for Promotion Categories

* Nomination for the Creative New Promotion award category must submit a detailed action or work plan for the promotion, as well as the names of all persons involved in the planning and the implementation phase.

Awards Deadline: May 4, 2025

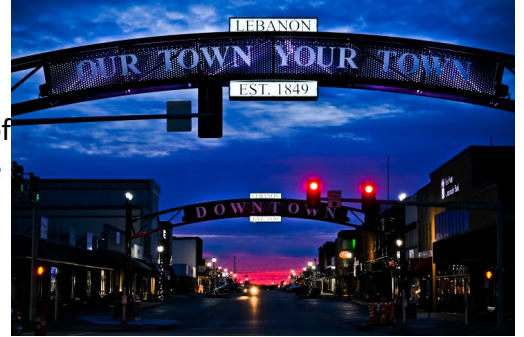
Design Categories

Small Scale Placemaking Activity:

Submissions should highlight individual small scale physical projects that have helped strengthen the sense of place and demonstrated impact in engaging people with the Main Street district. Projects could include (but are not limited to): murals, public art, small gathering spaces, temporary placemaking efforts/tactical urbanism, innovative lighting, small scale beautification projects, deliberate activation efforts of an existing space, etc.

Comprehensive Placemaking Effort:

Submissions should highlight large scale (or a coordinated collection of smaller scale) physical projects that have helped strengthen the sense of place and demonstrated impact in engaging people with the Main Street district. Projects could include (but are not limited to): streetscape projects, large scale beautification projects, plaza/park projects, multiple coordinated public art projects, major trail connections, etc.



Best Façade Rehabilitation:

Recognition of a building façade project that restored the original elements of the building and stabilized the structure for current use. Describe the project's impact on the building, business, and historic district overall.



Best Historic Preservation Project:

Recognition of a preservation project, either physical or educational, that utilized the preservation ethic at the center of Main Street. Physical preservation projects should highlight how the Secretary of Interior Standards were used in the project to ensure preservation of the building. Educational preservation projects should highlight how the preservation ethic was shared with the local audience to further the preservation goals of the Main Street organization. In the nomination for both types of projects, explain how your project has impacted the downtown district.



Special Submission Requirements for Design Categories

- * Nominations in the Design categories must include “before and after” photos. If the nomination for Best Historic Preservation Project is educational in nature, before and after photos are not required.
- * Nominations for Small Scale Placemaking Activity and Comprehensive Placemaking Effort awards should be accompanied by a detailed action or work plan.

Awards Deadline: May 4, 2025



2025 AWARD CATEGORIES

See detailed submission instructions included in the sections for each award category listed below. We encourage you to submit nominations in multiple categories.

Organization Categories - May apply for two (2).

- Outstanding Community Empowerment Grant
- Best New Awareness Campaign
- Spirit of Main Street
- Premier Partner

Economic Vitality Categories- May apply for one (1).

- Outstanding Economic Impact Project
- Best Downtown Housing Project
- Main Street Business Recruitment Award

Promotion Categories - May apply for only one (1).

- Creative New Promotion

Design Categories- May apply for two (2).

- Small Scale Placemaking Activity
- Comprehensive Placemaking Effort
- Best Façade Rehabilitation
- Best Historic Preservation Project

Use this [link](#) to submit your nominations

Awards Deadline: May 4, 2025

2025 Checklist for Award Nominations

Organization Categories - May apply for two (2).

Outstanding Community Empowerment Grant

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- Community must have been an active Community Empowerment Grant community in 2023, 2024, or 2025. The community may submit nominable activities that have taken place between January 1, 2023, to May 4, 2025.
- Examples should be given to show evidence that the local Main Street organization is working with the city and other public partners to accomplish downtown goals as well as developing a strategy for organizational sustainability.
- The narrative for this nomination should show how the organization exhibits strong leadership activities with progress in each of the four points of the Main Street Approach™.
- Applicants may submit up to eight (8) pages of collateral materials to support the nomination.

Best New Awareness Campaign

- The narrative for this nomination needs to be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The activity must have taken place between January 1, 2024, and December 31, 2024.
- A detailed action or work plan must accompany nominations for Best New Awareness Campaign.
- The nomination narrative should list the campaign's objectives, if the objectives were reached, the impact on the community, and how the program will be maintained and improved in the future.
- Applicants may submit up to eight (8) pages of collateral materials to support the nomination.

Spirit of Main Street

- The narrative for this nomination needs to be at least 500 words but no more than 1000 words.
- Nominations for the Spirit of Main Street award must include at least one (1) headshot style photo, minimum 300 dpi, of the individual being nominated, along with three to four (3-4) candid photos of your nominee. These photos will be shown during the Evening of Excellence Awards Ceremony.
- The narrative for this nomination must demonstrate why the nominee's effort was impactful and has gone above and beyond to further revitalization efforts.

Premier Partner

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen,

these photos will be shown during the Evening of Excellence Awards Ceremony.

- The relationship must have been active between January 1, 2024, and December 31, 2024.
- The narrative for this nomination needs to show how this partnership impacted the downtown and organization.
- Applicants may submit up to eight (8) pages of collateral materials to support the nomination.

Economic Vitality Categories - May apply for one (1).

Outstanding Economic Impact Project

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The narrative for this nomination should show how there was an improvement in quality of life and have a positive, measurable impact on downtown revitalization, including job creation and/or business expansion.

Best Downtown Housing Project

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The narrative for this nomination should demonstrate how this project impacted downtown.

Main Street Business Recruitment Award

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The narrative for this nomination should show how the Main Street organization assisted with the business recruitment efforts. An action or work plan and the names of all persons and partners involved in the recruitment effort should be submitted.

Promotion Categories - May apply for one (1).

Creative New Promotion

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen,

these photos will be shown during the Evening of Excellence Awards Ceremony.

- The activity must have occurred between January 1, 2024, and December 31, 2024.
- Applicants for the Creative New Promotion award category must submit a detailed action or work plan for the promotion, as well as the names of all persons and partners involved in the planning and implementation phase.
- The narrative for this nomination should demonstrate how this activity created foot traffic downtown.

Design Categories - May apply for two (2).

Small-Scale Placemaking Activity

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The nomination must include “before and after” photos.
- The narrative for this nomination should demonstrate the impact and need of the project.
- Applications for Small Scale Placemaking award should be accompanied by a detailed action or work plan, a list of persons and partners involved, and the budget for the project.

Comprehensive Placemaking Effort

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The nomination must include “before and after” photos.
- The narrative for this nomination should demonstrate the impact and need of the project.
- Applications for the Comprehensive Placemaking Effort award should be accompanied by a detailed action or work plan, a list of names of persons and partners involved, and the budget for the project.

Best Façade Rehabilitation

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The nomination must include “before and after” photos.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The narrative for this nomination should include why this rehabilitation was impactful for downtown.

Best Historic Preservation Project

- A narrative for this nomination must be at least 500 words but no more than 1000 words.
- Submit at least five (5), but no more than ten (10), photos with a minimum of 300 dpi. If chosen, these photos will be shown during the Evening of Excellence Awards Ceremony.
- The nomination must include “before and after” photos. If the nomination for Best Historic Preservation Project is educational in nature, before and after photos are not required.
- The activity must have occurred between January 1, 2024, and December 31, 2024.
- The narrative for this nomination should demonstrate a strong Historic Preservation ethic and its impact on the downtown. An action or work plan is required if this effort was led by the local Main Street organization.