



Innovation Square Gainesville Community Redevelopment Agency

President's Award Winner: Out of the Box

2012

2013 Florida Redevelopment Awards CALL FOR ENTRIES

Roy F. Kenzie Awards



Creative/Organizational
Development and Funding

Delta Kappa Omega/Providence Community Service Center
City of Tallahassee, CRA





Capitol Projects/Beautification

Washington Street Park City of Tampa, CRA/Stantec

About the Florida Redevelopment Association

The **Florida Redevelopment Association (FRA)** is an organization dedicated to assisting Florida professionals and volunteers in revitalizing their communities. The mission of the FRA is to provide opportunities for its more than 300 members to collectively address redevelopment issues, provide legislative advocacy, and serve as Florida's most comprehensive resource for redevelopment news and strategies.



About the Annual Awards Program

The FRA **Roy F. Kenzie Awards**, honor the best programs and projects in Florida redevelopment.

Applications will be accepted from any **FRA member** who meets the award criteria and submits the \$150 entry fee. A winning entry is an acknowledgment of excellence for the work an organization is doing. All winners will receive a trophy presented at the awards ceremony during the FRA annual conference in October (see www.redevelopment.net). In addition, all winners will have an opportunity to further showcase their project at a tabletop display at the conference, and will receive a press release with photo. Both winners and applicants will be included in the "Best Book," a publication featuring the "best" in redevelopment, and will receive extra copies to bring back to their community.

We look forward to seeing and hearing about all of the exciting redevelopment advocates and projects around the state. **Note:** All projects, events and programs must have been completed or implemented by May 1, 2013, to be considered for an award. In order for a study to be eligible, it must have been approved by the city or county commission.

This year's entry deadline is June 3, 2013.

Roy F. Kenzie Awards Program

Roy Kenzie was the first director of the Miami Downtown Development Authority and a past president of the Florida Downtown Development Association. During the early 1980s, huge numbers of Cuban immigrants flooded the streets of downtown Miami in make-shift tents, and services and funding were stretched to an overwhelming level. Roy showed extraordinary leadership by gathering community, city and county leaders to implement practical and financial support, from wherever it was available. The bridge over the Miami River between downtown and Brickell Avenue is also named in his memory.

The following categories have been designed to honor the best projects and programs in Florida redevelopment. Honor and merit awards may be given in 11 categories.

PLANNING STUDIES

Redevelopment Plans, Feasibility Studies, Blight Findings, Conceptual Plans, Charrettes/Public Involvement, Streetscape Plans, Landscape Plans, Market Analysis/Business Development Studies, Design and Technical Standards, Zoning Overlays and Design Guidelines, Historic Preservation Plans, etc.

MARKETING AND COMMUNICATIONS

Brochures, Annual Reports, Business Guides, Posters, Fliers, Video/Public Service Announcements, Websites, etc.

CAPITAL PROJECTS/ BEAUTIFICATION

Streetscape Projects, Landscaping Projects, Park Enhancements, Wayfinding Signs and Other Signage, Street Cleaning/Maintenance Programs, Stormwater Projects, etc.

MANAGEMENT PROGRAMS/ CREATIVE PARTNERSHIPS

Business Development Programs, Hospitality Partnerships, Community Policing Programs, Affordable Housing Programs, etc.

CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING

Incentive Programs, Grant Programs, Multi-funder Projects, Land Assembly, Homeless Issues, etc.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT

Buildings rehabilitated with or without incentives, Façade Rehabilitation, etc. This category requires before and after photos. Buildings located within historic districts or Main Street areas must comply with the Secretary of Interior's Standards, which will guide project selection.

OUTSTANDING NEW BUILDING PROJECT

New buildings constructed with or without incentives.

TRANSPORTATION/TRANSIT ENHANCEMENTS

Trolley/Street Car Programs, Bus Shelters, Transit Stations, Rails-to-Trails Projects, etc.

CULTURAL ENHANCEMENT

Festivals, Special Events, Entertainment, etc.

OUTSTANDING AFFORDABLE HOUSING PROJECT

Affordable Housing projects developed with or without incentives.

OUT OF THE BOX

Projects that do not fall into any of the above categories but further the community's redevelopment goals can be nominated for this award. The Selection Committee reserves the right to include the submission in another award category.



Marketing and Communications

Reinventing Marketing Campaigns: Cheap and Good
City of Lakeland, CRA

Entry Application

Entries MUST be assembled in the following order:

- 1 Entry Form (see attached)** – A hard copy of the applicable entry form (also available online at www.redevelopment.net).
- 2 Narrative About the Project or Person Nominated** – A hard copy on a maximum of three pages in bulleted format. The project narrative must describe the project as it pertains to the review criteria listed below. In addition, all entries will be evaluated on the effectiveness and completeness of the entry – the effectiveness of the narrative, supplemental media and compliance with the submittal instructions. A cross section of Florida redevelopment professionals, individuals and business organizations will evaluate and rank all submissions based on the following criteria:

Innovation – A description of how the project demonstrates innovation in financing, design, construction, problems solving, sustainability of another area.

Impact on the Community – A description demonstrating how the project improved multiple aspects of the community (economic, social, design, cultural).

Funding – A description of how the project has leveraged funding and in-kind assistance from a variety of sources, such as the development of creative funding partnerships and programs to improve the financial status of projects for the long term.

Problem Solving – A description of how the project uses problem solving to address unique local issues (creative or new approaches in the areas of communications, planning, design and construction).

Applicability to Other Communities – A description of how the formula for success can be replicated, duplicated or applied to other communities statewide or nationwide.

Other Exemplary Aspects of the Design, Plan or Program –

A description of any other aspects (first of its kind, most successful, other innovative aspects not described in the above criteria, etc.).

- 3 Contact Person and 100-word Description of the Entry** – Contact person's name, phone number and email address to associate with the entry and a **100-word brief description of the entry in Word format.**
- 4 PowerPoint Presentation on CD** – A **PowerPoint** presentation of the entry with a maximum of 10 slides, and at least two slides each depicting before and after photos if applicable to a submission.
- 5 Bound Documents** – For a plan, study, marketing piece or other bound document, submit a hard copy or place an electronic copy on the CD.
- 6 Entry Fee** – A check for the application fee in the amount of \$150 per submission payable to the Florida Redevelopment Association must be included with your application. Visa and MasterCard are also accepted. Failure to enclose payment will disqualify the application.
- 7 High Resolution Image(s)** – Please provide before and after photos for any hardscape project submitted, along with a high-resolution image (300 dpi).

Entries must be postmarked by June 3, 2013. Entries postmarked after June 3 will not be considered. Awards may not necessarily be made in each category every year, and the committee reserves the right to give multiple awards in a category, or to reassign a category if justified by the selection criteria. Nominations that do not meet the criteria in their application will not be considered for an award. **Applicants must be members of the Florida Redevelopment Association. No entries will be accepted via email.**

Please mail three sets of your entry to:

Florida Redevelopment Association Awards Committee
301 S. Bronough Street, Suite 300
Tallahassee, FL 32301

For more information,
call Jan Piland at (850)
222-9684 or email
jpiland@flcities.com.



Downtown Pompano Transit Oriented Corridor
Pompano Beach Community Redevelopment Agency

ENTRY FORM

2013 Roy F. Kenzie Awards

Winners will be announced and awards presented at the Florida Redevelopment Association Annual Conference in October 2013, in Tampa, Florida.

All entries must be postmarked by June 3, 2013.

GENERAL INFORMATION ▼

MEMBER ORGANIZATION

CONTACT NAME

TITLE

ADDRESS

ADDRESS

PHONE NUMBER

FAX NUMBER

EMAIL ADDRESS

PROJECT INFORMATION ▼

PROJECT NAME

PROJECT COMPLETION DATE

TEAM MEMBER NAME

TEAM MEMBER NAME

TEAM MEMBER NAME

TEAM MEMBER NAME

CREDIT CARD TYPE ☐ VISA ☐ MASTERCARD

NAME ON CARD

BILLING ADDRESS

CREDIT CARD NUMBER

EXPIRATION DATE

SECURITY CODE

SIGNATURE

AWARD CATEGORY (PLEASE CHECK ONE) ▼

- ☐ PLANNING STUDIES
- ☐ MARKETING AND COMMUNICATIONS
- ☐ CAPITAL PROJECTS/BEAUTIFICATION
- ☐ MANAGEMENT PROGRAMS/CREATIVE PARTNERSHIPS
- ☐ CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING
- ☐ OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT
- ☐ OUTSTANDING NEW BUILDING PROJECT
- ☐ TRANSPORTATION/TRANSIT ENHANCEMENT
- ☐ CULTURAL ENHANCEMENT
- ☐ OUTSTANDING AFFORDABLE HOUSING PROJECT
- ☐ OUT OF THE BOX

ENTRY CHECKLIST

Roy F. Kenzie Award

- ___ Entry Form
- ___ Entry Fee (\$150)
- ___ **Three** copies of CD (**No DVDs**) which includes:
 - ___ 100-word description (for Best Book)
 - ___ Project narrative (for award committee judges)
 - ___ One high-resolution image (300 dpi, 5.1 megapixel or higher)
 - ___ PowerPoint, including before and after photos if applicable
 - ___ Applicable documents (If your entry is a plan, please include three hard copies of these documents.)

All entries must be postmarked by June 3, 2013, and mailed to:

Florida Redevelopment Association Awards Committee
301 S. Bronough Street, Suite 300
Tallahassee, FL 32301

For more information, call Jan Piland at (850) 222-9684
or email jpiland@flcities.com.



East Gateway Hispanic Festival

Clearwater Community Redevelopment Agency