



## GUIDELINES TO SUCCESSFULLY SUBMITTING FOR THE “BEST BOOK” AWARD

1. Review your final application before submitting to make sure you have included ALL required information because this will reflect poorly when comparing submittals that are complete.
2. A CRA must be the applicant, co-applicant, or application must provide documented, meaningful participation from a CRA for the nominated project or program, beyond simply being located within a CRA district.
3. Carefully review each category to ensure you are submitting your project or program to the correct one. While you may submit a project or program to multiple categories, it is preferred that each project or program be submitted only once.
4. Projects or programs must have been completed or taken place within two (2) years of the submission deadline to be eligible for consideration.
5. One form/submittal for each project or program being nominated.
6. Here are some examples of information/text (if available) that tells the whole story of the project or program.
  - Fiscal impact/increase in property values... to project/surrounding areas
  - Increase in business
  - Retail sales numbers
  - Increases number of people on street
  - Decreased crime or blight
  - Total project cost
  - Partnerships. Who were your partners and how much did they each contribute
  - Any grants, donations, loans, describe funding sources, if easier use %'s
  - Calendar/time frame of project – how long did it take
  - What obstacles were overcome
  - Why you did the project... what issue or problem was solved? Every project starts for a reason
7. Photos are so much preferred vs copies of a study or written reports. The right balance between brevity and too much information is the goal. Applications with no before and after photos (if required) do not count.
8. Remember the committee knows nothing of your project or program. Make sure narrative, power point, and pictures explain this great project and the positive impact it has had or will have (for planning studies) on your CRA/City. Ask someone out of your circle to review for fresh opinion.
9. Always include information for “other exemplary aspects of the design, plan, project or program”. This is the last chance to make your project or program shine to the committee, so look over everything you have stated about your project or program and squeeze out some additional interesting information. If you don't think the project or program is exemplary then why should the awards committee? You can do it!
10. The absolute worst for award committee member is to start to review a great project or program but on completion looking up and saying, “I wish the application had provided more information!”