2026

Townie Awards

NOMINATIONS DUE SATURDAY, MARCH 27TH 2026 @ MIDNIGHT

Leading by Example

RECOGNIZING PA PROGRAMS AND LEADERS THROUGH THE TOWNIE AWARDS

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.

Two new categories have been added to the previous award categories. They include For-Profit Partner of the Year and Community Innovation. Consider these new categories when nominating events, partnerships, programs, and projects. We are eager to hear your stories and celebrate your achievements. Share your innovative projects and noteworthy events with us!

General Nomination Criteria

1. Two-year window: Projects, programs, and activities nominated for awards must have been completed between January 1, 2024 and December 31, 2025.

2. The applicant or nominee must be a member in good standing of Pennsylvania Downtown Center (PDC) at the time of nomination.

3. Applications must clearly identify the applicant and the nominee.

4. The applicant is responsible for fulfilling all application submission requirements.

5. The Awards Committee will review submissions based solely on the application and supporting materials submitted. The Awards Committee may not arbitrarily move an application from one awards category to another; however, they may notify the applicant that a nomination does not meet the criteria established in the category for which it was submitted. Based upon such notification, the applicant may submit a revised application form. All other support material need not be re-submitted.

6. Depending on the nature of the application, a re-submission may be necessary. Applicants asked to resubmit an application will be given sufficient time to do so. Any re-submission not received within that time frame may be ineligible for further consideration.

7. Submission of one or more nominations in a category does not 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 PDC Executive Committee for approval subject to a review of procedures used by the Awards Committee.

8. Please select ONE category that best fits your nomination. *For award categories that contain sub-categories, the Awards Committee may, at its discretion, award Townies in one or more of these sub-categories.*

9. Communities may not submit more than 4 applications for consideration.

10. Additional consideration will be given to nominations from communities that complete PDC's Reinvestment Statistics reporting.

NOMINATIONS DUE

FRIDAY, MARCH 27TH @ MIDNIGHT

If you have any questions, please contact Virginia Mauk at virginiamauk@padowntown.org, thank you!

Benefits of Receiving a Townie Award

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 PA Downtown Center's website throughout the following year

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

2025 Townie Award Recipients

MATCH MADE IN EASTON
Promotions & Marketing: Retail Promotions
Easton Main Street Initiative

2024 SUSQUEHANNA TRAIL
Promotions & Marketing: Retail Promotions
Eastern York County Business Network

A MEADVILLE MIRACLE: A HOLIDAY SHOPPING LOVE STORY
Promotions & Marketing: Retail Promotions
Meadville Community Revitalization Corporation

DESIGN GUIDE
Promotions & Marketing: General Image & Identity
Oil Region Alliance | Oil City Main Street

CITY AVE DISTRICT BRAND REFRESH
Promotions & Marketing: General Image & Identity
City Ave District

THE RUNNING OF THE WOOLS
Promotions & Marketing: Special or Neighborhood Events
Washington Business District

MAINSPRING OF EPHRATA'S SPECIAL EVENTS: FIRST SATURDAYS
Promotions & Marketing: Special or Neighborhood Events
Mainspring of Ephrata

2ND ANNUAL BALA AVE ART WALK
Promotions & Marketing: Special or Neighborhood Events
City Ave District

RIVERFRONT FESTIVAL
Promotions & Marketing: Special or Neighborhood Events
Clearfield Revitilazation Corporation

BULL RUN GREENWAY PROJECT
Physical Improvements & Design: Public Space Improvements
Lewisburg Downtown Partnership

GREER'S BURGER GARAGE
Physical Improvements & Design: Individual Façade Restoration
Downtown Hanover's Revitalization | Jordan Ilyes

BRAND SPANK(Y'S) NEW FACADE
Physical Improvements & Design: Individual Façade Restoration
Clearfield Revitalization Corporation | Rob & Heather Inguagiato

PROGRAM WIDE FACADE RESTORATION
Physical Improvements & Design: Program-Wide Face Restoration
Downtown Bedford Inc.

DOWNTOWN RESOURCE CENTER
Organizational Excellence: Community Partnerships
Downtown Inc. | York City Police Department

BEDFORD-A MODEL PARTNERSHIP FOR DOWNTOWN REVITALIZATION
Organizational Excellence: Community Partnerships
Downtown Bedford Inc.

THE COMMODORE OF EASTON
Asset Enhancement: Anchor Building
Easton Main Street Initiative

DEENA KERSHNER
Outstanding Achievement by a Program Manager
Our Town Foundation

BRIAN BATTEN
Volunteer of the Year
Honesdale

SHIRLEY FLICKINGER
Volunteer of the Year
Lititz

2026
Award Categories

1
Organizational Excellence

These awards are designed to recognize excellence in the areas 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 for organizations that have taken steps to create a strong central business district or neighborhood revitalization organization. Nominations for this sub-category are 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.

SEE ORGANIZATIONAL DEVELOPMENT CHECKLIST

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.

SEE COMMUNITY PARTNERSHIPS CHECKLIST

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 FACADE REHABILITATION (RESIDENTIAL AND/OR COMMERCIAL)

This award recognizes a community that demonstrates superior achievement in an area-wide façade rehabilitation 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 (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.

SEE PROGRAM-WIDE FACADE REHABILITATION CHECKLIST

INDIVIDUAL FACADE REHABILITATION (RESIDENTIAL AND/OR COMMERCIAL)

This award recognizes an individual facade rehabilitation 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 rehabilitation project.

SEE INDIVIDUAL FACADE REHABILITATION CHECKLIST

PUBLIC SPACE IMPROVEMENTS

This award recognizes a community that has demonstrated investment 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-finding or gateway signage systems, public art, alley activations 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).

SEE PUBLIC SPACE IMPROVEMENT CHECKLIST

Award Categories

3

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. In addition to a copy of the plan, include with the application 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 will be taken of those programs illustrating a positive impact on the neighborhood or business district resulting from the effort.

SEE IMAGE + IDENTITY CHECKLIST

SPECIAL OR NEIGHBORHOOD EVENTS

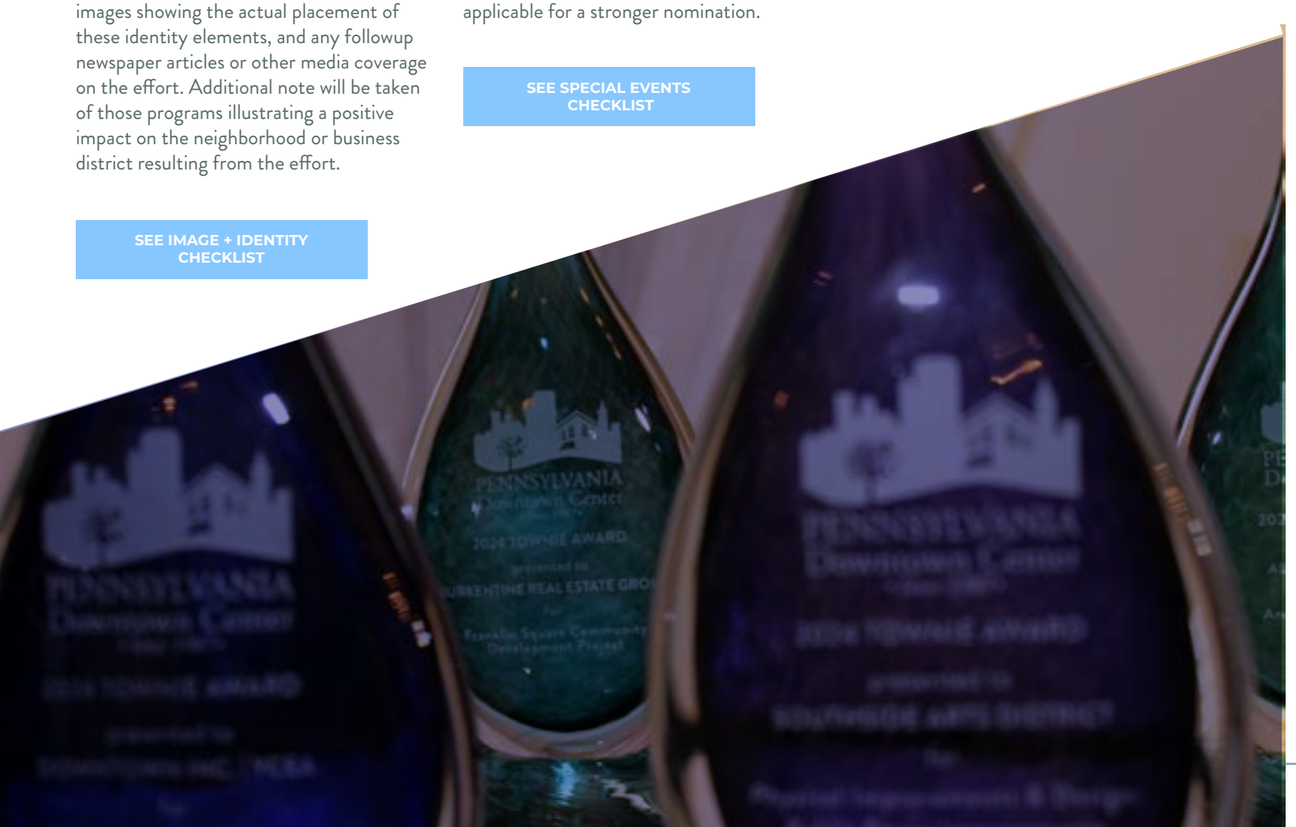
This sub-category recognizes a noteworthy festival, fair, parade, block party, or other such annual event that, through its planning, quality, scope, level of participation, or extent of positive impact, furthers the community's broader objectives. This category may also recognize an annual calendar of special events that accomplishes the items detailed above. Note: Because this is the most popular category for submissions, simply supporting the event by referencing its attendance levels and generation of revenue may 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.

SEE SPECIAL EVENTS CHECKLIST

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.

SEE RETAIL PROMOTIONS CHECKLIST



Award Categories

4

ASSET ENHANCEMENT AWARD

This award recognizes Economic Vitality efforts in downtown areas and Neighbors and Economy efforts in residential areas (where 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 central 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 central business district or neighborhood, and based on actions taken, the goals of the plan were realized. Supporting materials must include:

1. Before and after data of the economic structure of the downtown or neighborhood;

2. Evidence of the economic vitality plan, and;

3. 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 will be considered in assessing nominations. Additional points may be given for communities that demonstrate a connection to an asset-based, economic-driven community vision, and at least one Transformation Strategy.

SEE ASSET ENHANCEMENT CHECKLIST

5

ANCHOR BUILDING AWARD

This award recognizes 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 rehabilitation project, and partnerships created to carry out the plan. Additional points may be given for projects that demonstrate a connection to an asset-based, economic-driven community vision, and at least one Transformation Strategy.

SEE ANCHOR BUILDING CHECKLIST

6

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 central business district 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 business district or neighborhood, and improvement of the green environment within the project area. Sub-categories include:

PUBLIC SAFETY

This award recognizes activities that have been designed to improve the safety of an 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 and other support materials documenting the success of the effort which shows 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. Provide supporting documentation for the success effort that indicates the extent of the loss, recovery time from date of disaster, number of businesses reopened, number of employees returning 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, and community disaster preparedness activities.

SEE PUBLIC SAFETY CHECKLIST

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.

SEE CLEANLINESS CHECKLIST

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.

SEE COMMUNITY GREENING CHECKLIST

7

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 director, 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.

SEE OUTSTANDING ACHIEVEMENT CHECKLIST

8

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.

SEE LIFETIME ACHIEVEMENT CHECKLIST

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.

9

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.

SEE VOLUNTEER OF THE YEAR CHECKLIST

10

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 a 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.

SEE CHAIRMAN'S AWARD CHECKLIST

11

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.

SEE BOARD LEADERSHIP CHECKLIST

2026 Award New Categories

CELEBRATING INNOVATION & PARTNERSHIP

As Pennsylvania's downtowns continue to evolve, so does the way we recognize excellence in community revitalization. This year, PDC is proud to introduce two new Townie Award categories that highlight the expanding network of changemakers driving impact across the Commonwealth. These awards honor both the innovative ideas transforming our communities in new ways and the invaluable partnerships with for-profit entities whose dedication and investment make Main and Elm Street success stories possible. Together, they reflect the spirit of collaboration and creativity that keeps Pennsylvania's downtowns thriving.

12

FOR-PROFIT PARTNER OF THE YEAR

The award was established to recognize an outstanding for-profit partner or developer who regularly supports the Main or Elm Street program to ensure the success of both the program and the community it serves. This award is meant to celebrate an individual or individuals whose commitment to community and to the program is truly extraordinary. Note: To be eligible for this award, the nominating entity must have demonstrated that the actions taken by the nominee were beyond others in the community and that the project would more than likely not have succeeded without this individual's support.

a. Name of the nominee

b. List of projects supported by nominee

c. A brief narrative of impacts in the community by the nominee, including both qualifiable and quantifiable measurements

d. Articles detailing the nominee's support of the program and community

e. Letters of support and testimonials

f. Has this nominee served on the Board of Directors?

g. Does the nominee support any other community organizations or projects?

h. Provide one "head shot" of the nominee in question and additional photos demonstrating their commitment to the community or a project, investment or other contribution to the community.

SEE FOR-PROFIT PARTNER CHECKLIST

13

COMMUNITY INNOVATION

Sometimes there is something new and inspiring that hasn't been seen before and doesn't necessarily "fit" in another category. This award was established for just that reason. This award could be for an innovative program, a new way of marketing the community or an event, a clever fundraising idea, a new board management tool, etc. Anything new and innovative that hasn't been done before or approached in this manner.

a. Name of the community innovation

b. Include a narrative with details of the innovation and how it came to be

c. Who benefits from this innovation?

d. Will the innovation be put into effect for future years?

e. Could this innovation be put in place in other communities?

f. Provide images/photos that demonstrate the innovation

SEE COMMUNITY INNOVATION CHECKLIST

TOWNIE AWARDS
Submission Checklist

CATEGORY 1 | *Organizational Excellence*

CATEGORY 1-A: ORGANIZATIONAL DEVELOPMENT

Category 1-A.1: Volunteer Development (Must reflect a calendar year)

- Most recent decennial census total population number
- Number of volunteers providing hours during the year in question
- Total number of volunteer hours
- Volunteer hours per capita
- Volunteer job descriptions
- Volunteer orientation materials

Category 1-A.2: Long-Term Fundraising Plan Success

- Most recent decennial census total population number
- Original or Updated Organizational Sustainability Plan
- Dollars raised by funding category
- Total dollars raised
- Fundraising expense budget
- Fundraising solicitation materials

Category 1-A.3: Intra-Community Communication Implementation

- Communication Plan Summary by type of media
- Number of printed materials distributed for each type
- Website visitation statistics
- Social media statistics by type
- Intra-Community communication budget
- Samples of printed materials
- Website address
- Social media addresses

SUB-CATEGORY 1-B: COMMUNITY PARTNERSHIPS

Category 1-B.1 Multi-Organizational Partnerships

- Memorandum of Understanding or Cooperation Agreement
- Multi-Party "Organizational Chart"
- "Transformative Strategies" being pursued by the parties
- Dollars contributed by the partners to the partnership effort
- Human resources contributed by the partners to the partnership effort in hours
- Narrative detailing tangible results of the partnership
- Newspaper articles evidencing success in implementation

CATEGORY 2 | *Physical Improvements & Design*

CATEGORY 2-A: PROGRAM-WIDE FAÇADE REHABILITATION

- Total number of facades rehabbed by year (minimum of ten required)
- Total public and total private investment for each storefront
- Total public investment in all submitted projects
- Total private investment in all submitted projects
- Total investment in all submitted projects
- Total private to public investment ratio
- Number of storefront vacancies filled by submitted projects
- Number of new businesses supported by submitted projects
- Number of net new employees resulting from submitted projects
- Not less than one nor more than three before and after photos for each submitted project.

CATEGORY 2-B: INDIVIDUAL FAÇADE REHABILITATION

- Total public and total private investment for submitted storefront
- Total private to public investment ratio
- Was a storefront vacancy filled by submitted project?
- Did a new business/es result from submitted project?
- Number of net new employees resulting from submitted project
- Not less than three nor more than five before and after photos each of the exterior for submitted project.

CATEGORY 2-C: PUBLIC SPACE IMPROVEMENTS

Category 2-C.1: Streetscapes /Public Parks/Public Art/Alley Activation

- Name of entity implementing the project (contract owner)
- Name of contractor undertaking improvements
- Time frame of the project from start of construction to finish
- Size of the project area (Streetscape = Total linear feet / Park = Total Square Feet)
- Total project cost by funding source
- Cost per linear foot or square foot
- Not less than five nor more than ten before and after photos each of the project site

Category 2-C.2: Banners-Gateway Signage-Wayfinding

- Name of entity implementing the project (contract owner)
- Name of contractor undertaking improvements
- Time frame of the project from start of construction to finish
- Number of "units" installed
- Total project cost by funding source
- Cost per unit installed
- Not less than five nor more than ten before and after photos each of the project site

CATEGORY 2 | *Physical Improvements & Design*

CATEGORY 2-C: PUBLIC SPACE IMPROVEMENTS (CONT.)

Category 2-C-3: Bikeability / Walkability

- Name of entity implementing the project (contract owner)
- Name of contractor undertaking improvements
- Time frame of the project from start of construction to finish
- Quantified list of improvements made
- Total project cost by funding source
- Not less than five nor more than ten before and after photos each of the project site

CATEGORY 3 | *Promotion & Marketing*

CATEGORY 3-A: GENERAL IMAGE AND IDENTITY

- Name of the General Image or Identity Campaign
- Start and end dates of the campaign
- Marketing Position Statement
- Was the campaign was implemented by staff or by consultant?
- Campaign outline by type of media
- Desired campaign outcome and method of measurement
- Campaign materials – logo, identity guide, printed items, etc.
- Sources and uses- budget versus actual
- Staff hours required to implement
- Results of campaign based on method of measurement

CATEGORY 3-B: SPECIAL OR NEIGHBORHOOD EVENTS

Category 3-B.1: Special Events – Business District

- Name of the Special Event
- Indication of whether this event is explicitly designed to generate net positive income
- Most recent decennial census total population number for the municipality
- Start and end dates of the special event
- Estimated attendance (by day if a multi-day event) and method used to estimate attendance
- Number of business district merchants actively participating (other than $ contribution)
- Number of outside vendors participating
- Number of volunteers and total volunteer hours
- Event Satisfaction Survey results, if conducted.
- Sources and uses- budget versus actual
- Staff hours required to implement
- Samples of all advertisements and materials used for the event

CATEGORY 3 | *Promotion & Marketing (cont.)*

CATEGORY 3-B: SPECIAL OR NEIGHBORHOOD EVENTS (CONT.)

Category 3-B-2: Neighborhood Events – Residential Area

- Name of the Neighborhood Event
- Indication of whether this event is explicitly designed to generate net positive income
- Most recent decennial census total population number for the municipality
- Start and end dates of the special event
- Estimated attendance (by day if a multi-day event) and method used to estimate attendance
- Number of business district merchants actively participating (other than $ contribution)
- Number of outside vendors participating
- Number of volunteers and total volunteer hours
- Event Satisfaction Survey results, if conducted.
- Sources and uses- budget versus actual
- Staff hours required to implement
- Samples of all advertisements and materials used for the event

CATEGORY 3-C: RETAIL PROMOTION

Category 3-C.1: Individual Retail Promotion

- Name of the Retail Promotion
- Start and end dates of the promotion
- Number of participating businesses
- Documented customer participation
- Estimated increase in average sales
- Sources and uses- budget versus actual
- Samples of all advertisements and materials used in the promotion

Category 3-C.2: Annual Retail Promotion Calendar

- Calendar or fiscal year of the of the retail promotion calendar
- List of all retail promotions by month
- Start and end dates of each promotion
- Number of participating businesses for each promotion
- Total number of unique businesses in all promotions
- Average number of participating businesses per promotion
- Documented customer participation per promotion
- Estimated increase in average sales
- Sources and uses- budget versus actual for each promotion
- Samples of all advertisements and materials used in each promotion

CATEGORY 4 | *Asset Enhancement*

ECONOMIC OR NEIGHBORHOOD VITALITY AWARD

- "Transformative Strategy" description
- Transformative Strategy five-year plan
- Desired Transformative Strategy outcomes and method of measurement
- Actual outcome of implementation using the defined method for measurement
- List of activities completed in support of the Transformative Strategy
- Sources and Uses of funds utilized to implement each element of the Transformative Strategy
- Total Sources and Uses of funds for all elements of the Transformative Strategy
- Estimated staff hours dedicated to implementing the Transformative Strategy
- Samples of tangible materials used to implement the Transformative Strategy

CATEGORY 5 | *Anchor Building*

- Name of the Anchor Building in question
- Owner of the Anchor Building
- Narrative of connection to local vision and Transformative Strategy
- Entity implementing the improvements
- Sources and Uses of funds utilized to renovate the Anchor Building
- Private to public investment ratio
- Number of new or rehabbed retail or commercial units
- Number of new or rehabbed housing units
- Percent of rehabbed retail or commercial units occupied when submitted
- Percent of housing units occupied when submitted
- Number of total employees working in the building
- Number of new employees working in the building
- Not less than ten nor more than twenty before and after photos each of the interior and exterior of the submitted project.

CATEGORY 6 | *Safe - Clean - Green*

CATEGORY 6-A: PUBLIC SAFETY

- Name of the Public Safety Activity
- Connection of this "safe" activity to the organization's five-year plan
- Definition of safe activity by type
- Definition of the safe "units" impacted by this effort (i.e. cameras, security gates, block clubs)
- Baseline number of units in place prior to the safe activity
- Number of units impacted by this activity
- Sources and Uses of funds utilized to implement the safe activity
- Cost per safe unit implemented (i.e. cost to install one camera)
- Was the effort undertaken by volunteers or by a contractor(s)
- Letters of Support and/or testimonials related to this activity
- Articles related to this cleaning activity
- Not less than five nor more than ten before and after photos each of the project

CATEGORY 6 | *Safe - Clean - Green (cont.)*

CATEGORY 6-B: CLEAN

- Name of Clean activity
- Connection of this cleaning activity to the organization's five-year plan
- Definition of clean activity by type
- Definition of the clean "units" impacted by this effort (i.e. cleanups, graffiti tags, abandoned autos)
- Baseline number of units in place prior to the cleaning activity
- Number of units impacted by this activity
- Sources and Uses of funds utilized to implement the cleaning activity
- Cost per clean unit implemented (i.e. cost to remove of piece of graffiti)
- Was the effort undertaken by volunteers or by a contractor(s)
- Letters of Support and/or testimonials related to this activity
- Articles related to this cleaning activity
- Not less than five nor more than ten before and after photos each of the project

CATEGORY 6-C: GREEN

- Name of "Greening" Activity
- Connection of this greening activity to the organization's five-year plan
- Definition of greening activity by type
- Definition of the Greening "units" impacted by this effort (i.e. planters, green walls, garden)
- Baseline number of units in place prior to the greening activity
- Number of units impacted by this activity
- Number of new units installed by this activity
- Sources and Uses of funds utilized to implement the greening activity
- Was the effort undertaken by volunteers or by a contractor(s)
- Letters of Support and/or testimonials related to this activity
- Articles related to this greening activity
- Not less than five nor more than ten before and after photos each of the project

CATEGORY 7 | *Outstanding Achievement by a Program Manager*

- Name of the nominee
- List of organizations where the nominee worked by start and end dates
- List of organizations where the nominees volunteered by start and end dates
- List and brief narrative of impacts in the community by the nominee
- Did the nominee complete the PDC revitalization academy?
- Did the nominee complete the MSA Academy?
- Did the nominee attend a Main Street Now conference in the last two years?
- Did the nominee attend the PDC conference in the past year?
- Did the nominee complete a "full" reinvestment statistics report in each of the last year three years?
- Articles detailing activities of the Program Manager in question
- Letters of support and testimonials.
- Has the manager in question served, or is serving, on the PDC board of directors?
- Has the manager in question served, or is serving, on a PDC committee?
- Not less than five nor more than ten photos of the volunteer in action
- One "head shot" of the volunteer in question

CATEGORY 8 | *Teri Foster Lifetime Achievement (TFLA) Award*

- Name of the TFLA nominee
- List of organizations where the nominee worked by start and end dates
- List of organizations where the nominees volunteered by start and end dates
- List and brief narrative of multi-community impact by the nominee
- Details of new ideas and new initiatives originating with the TFLA nominee
- List of related awards won by the nominee from other organizations
- Articles detailing activities of the TFLA nominee in question
- Letters of support and testimonials indicating the worthiness of the nominee for the TFLA Award
  These must come from more than one community AND more than one organization.
- Not less than five nor more than ten photos of the volunteer in action
  Approval from PDC's Executive Director and Executive Committee
- One "head shot" of the volunteer in question

CATEGORY 9 | *Volunteer of the Year Award*

- Name of the volunteer in question
- Number of years volunteering for the local revitalization organization
- Identification of any "new initiatives" stated by the volunteer in question
- Number of volunteer hours dedicated to local organization activities and events
- Number of volunteer hours dedicated including board and committee meetings
- Name and number of other organizations for which the individual volunteers
- Articles detailing activities of the volunteer in question
- Documentation of winning a local volunteer of the year award
- Not less than five nor more than ten photos of the volunteer in action
- One "head shot" of the volunteer in question

CATEGORY 10 | *Chairman's Award for Youth Involvement*

- Name of the individual or group being nominated
- If a group, how many individuals in the group
- What is the age, or age range of the nominees?
- Where does the nominee go to school?
- What was the activity or activities undertaken by the nominee?
- Estimated cost savings to the organization by the nominee's work
- Number of volunteer hours dedicated to the effort by the nominee
- Articles concerning the nominee's activity
- Letters of support and/or testimonials on behalf the nominee
- Not less than five nor more than ten photos of the board member in action
- One "head shot" of the board member in question

CATEGORY 11 | *Board Leadership Award*

- Name of the board member in question
- Years serving on the board (minimum of three years required)
- Board attendance rate over board tenure
- Number of Regional Leadership Forums attended
- Number of PDC conferences attended
- Number of National Main Now conferences attended
- Number of other PDC trainings attended
- Number of other 3rd Party trainings attended
- Number of speaking engagements on behalf of local revitalization organization
- Documented dollars raised by the board member in question
- Number of committees on which the board member has served
- Number of volunteer hours dedicated including board and committee meetings
- Documentation of winning a local board leadership award
- Number of Program Assessments attended over duration of designation
- Years served as a PDC board member
- Not less than five nor more than ten photos of the board member in action
- One "head shot" of the board member in question

CATEGORY 12 | *For-Profit Partner of the Year*

- Name of the nominee
- List of projects supported by nominee
- A brief narrative of impacts in the community by the nominee, including both qualifiable and quantifiable measurements
- Articles detailing the nominees support of the program and community
- Letters of support and testimonials
- Has this nominee served on the Board of Directors?
- Does the nominee support any other community organizations or projects?
- Provide one "head shot" of the nominee in question and additional photos demonstrating their commitment to the community or a project, investment or other contribution to the community.

CATEGORY 13 | *Community Innovation*

- Name of the community innovation
- Include a narrative with details of the innovation and how it came to be
- Who benefits from this innovation?
- Will the innovation be put into effect for future years?
- Could this innovation be put in place in other communities?
- Provide images/photos that demonstrate the innovation

2026 TOWNIE AWARD APPLICATION

DUE MARCH 27TH, 2026 @ MIDNIGHT

APPLICATION CHECKLIST

1. Narrative summarizing the project, program, or activity and how it meets the criteria for the award category selected.
2. Support materials relevant to award category selected *(ex: video of event, marketing materials, social media post, etc.)*
3. High quality photographs (minimum resolution, 300dpi)
4. Letters of Support

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