



25
— YEAR —
ANNIVERSARY



AWARDS CATALOG

RECOGNIZING EXCELLENCE
IN OAKLAND COUNTY
DOWNTOWN DEVELOPMENT

MAKE PLANS TODAY TO ATTEND
**THE MAIN EVENT
AWARDS CEREMONY**

June 12, 2025

Online Awards Submittal Form:
[Forms.oakgov.com/129](https://forms.oakgov.com/129)

Deadline: 5 p.m. on April 18, 2025



TABLE OF CONTENTS

Award Descriptions, Eligibility & Judging Criteria

III. Introduction

The Awards: Recognizing and Leveraging Successes
Submissions
Deadline
No Extensions
Award Judging
Helpful Tips

01
01
02
02
02
02

Select Level

Berkley
Clawson
Farmington
Ferndale
Franklin
Highland
Holly
Lake Orion
Ortonville
Oxford
Pontiac—Downtown
Rochester
Royal Oak

04
05
06
07
08
09
10
11
12
13
14
15

Partner Level

Auburn Hills
Birmingham
Clarkston
Lathrup Village
South Lyon
Wixom

Allied Level

Beverly Hills
Groveland Township
Hazel Park
Holly Township
Leonard
Lyon Township—New Hudson
Madison Heights
Oak Park
Pontiac—Huron Corridor
Southfield

IIII. Awards: Open to All MSOC Communities

Spirit of Main Street
Legacy of Main Street Excellence
Main Street Jubilee
Achievement in Community Character or Historic Preservation
Business Innovation & Entrepreneurship
Community Event of the Year
District Placemaking
Small Business Retention and Attraction
Volunteer of the Year
Main Street Resilience
Outstanding Partnership
Main Street Leader



INTRODUCTION

Main Street Oakland County Awards

Main Street Oakland County – 25 years and counting

Main Street Oakland County (MSOC) is the first county-wide coordinating Main Street program in the United States, founded in 2000. Based on the Main Street Four Point Approach, Main Street Oakland County supports the revitalization and preservation of historic downtowns and neighborhood commercial districts of Oakland County by blending preservation principles with economic development strategies. MSOC emphasizes creating vibrant, walkable downtowns through historic preservation, small business growth, and community engagement.

Over its 25-year journey, MSOC has become a regional, state and national model with its proactive approach to economic development in Oakland County's downtowns and corridors spurring millions of dollars of investment and small business growth. This Main Event will celebrate the successes over the past 25 years and look ahead to an even brighter future!

The Awards

Each community has had impactful people, projects and/or events that have shaped their downtown and given it renewed direction over the last year. Whether it be the individual who continues to lead the charge using the Main Street model as the focus of keeping downtown businesses open; the saving of a historic building that the community rallied behind; an event that grew from 10 attendees to 1,000; or a development that improved the long-term economic outlook of the downtown. Each award in this catalog represents at least one of the four Main Street pillars: Design, Economic Vitality, Promotion, and Organization.

Winning a MSOC award brings prestige to your downtown and allows your community to take a bow highlighting the value of the work being done. In every category, winners will receive a custom-made plaque with a handcrafted tile from Pewabic Pottery, plus recognition in Oakland County's post award press release and social media.

- Winning could also mean additional dollars for your budget with the Spirit of Main Street Award sponsored by Genisys Credit Union.
- Each award description and eligibility requirements are detailed on the following pages. MSOC may award more than one winner for each category if it is deemed appropriate by the judging committees.
- MSOC designated districts may apply for only one award per category, for a total of 11 possible awards.

Submissions

All submissions will be made to MSOC via an online awards submittal form available at

[MainStreetOaklandCounty.com](https://www.mainstreetoaklandcounty.com)

Please enter one nomination per form. Enter community name, nomination name, etc. using this form. Select the award category from the pulldown menu. Nominations for additional categories can be submitted using the same **[online form/link](#)**.

≡ INTRODUCTION (cont.) ≡

Deadline

All award nominations must be received by Oakland County's Department of Economic Development by **5 p.m., April 18, 2025**. If you have any questions regarding the submission process, you may contact John Bry at (248) 858-5444 or by email at bryj@oakgov.com

Extensions

There are no extensions to the deadline — no exceptions. Late entries will not be accepted, so please start early.

Award Judging

Award judges are professionals and experts in the field but may be from across the state or even out of state. Therefore, it is important to assume the judges are not familiar with your community and/or project so please be thorough and detailed with your submittals.

Helpful Tips

- Do not assume that the judges know your community or project.
- When reviewing the specific award criteria, think of ways that you can communicate why your nominee qualifies for the award.
- Be specific and provide short descriptions or bullet points highlighting the impact the individual or project has had on your Main Street program or community.
- Pictures are worth a thousand words; so, include high-quality photos where available to offer insight on the impact of your nomination/nominee. Good 'before' and 'after' photos are critical for the judges to make better evaluations — especially for physical project submissions such as façades, streetscapes or placemaking.
- Have a third party who is not familiar with the project, program, or individual read and review the content.
- Scan in (vs. using links) press clippings, letters of support, awards or other items that substantiate the reason you have made the specific nomination.



AWARDS





SPIRIT OF MAIN STREET

A Video Essay sponsored by Genisys Credit Union

Every MSOC community is eligible to enter and compete to win \$2,000 for its local program. Your video must be between 2-3 minutes in length, as one complete edited video. The video will be judged on content and production quality. Videos should be enthusiastic, energetic, and tell your story. The video needs to impart the spirit of your program and district.

Rules & Eligibility

- Video must be between 2-3 minutes in length, as a final edited version.
- Video must be new.
- Past submitted videos are not eligible.
- Last year's winner is not eligible.

Judging Criteria

- Running time 2-3 minutes total
- Quality of imagery and audio
- Story line and delivery
- Originality and creativity
- People and/or places highlighted
- Excitement and energy conveyed
- Collaboration in production

The Prize

\$2,000 will be presented to the winner by Genisys Credit Union at The Main Event.

Tips

- Decide what your "Spirit of Main Street" story is.
- Develop a story line. It could be all-encompassing or a single, unique event/challenge/accomplishment that demonstrates your district's spirit.
- Determine who or what will tell the story; get it on video.
- Include images in the video to demonstrate a particular point.
- Give it a title — it helps the viewer understand what they are seeing.
- Music is always good.

Deadline of intent to participate

5 p.m. | April 18, 2025

Notification of intent to participate to:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Deadline for video submission:

April 25, 2025

LEGACY OF MAIN STREET EXCELLENCE

This award recognizes businesses that have significantly contributed to the economic and cultural vibrancy of a Main Street community over an extended period. These businesses are often deeply embedded in the history and identity of their community, serving as iconic landmarks and drivers of local economic growth.

Criteria includes:

- **Longevity:** The business must have been in continuous operation of 5 years or more
- **Community Impact:** Demonstrates strong contributions through employment, sponsorships, participation in events, or other civic engagement.
- **Historic or Cultural Significance:** May occupy a historic building or is associated with traditions that have shaped the community's identity.
- **Alignment with Main Street Values:** Supports the Main Street mission of revitalizing the historic downtown or commercial district.

Examples: preservation of important historic buildings in the Main Street district, active leadership and support for the program or signature events, or a high level of volunteerism within the district by ownership and/or staff.

Rules & Eligibility

- The nomination is for a business that has demonstrated long-term commitment, sustainability, and impact to their community, whether it be for the last 5, 10, or 25 years.
- The nomination should demonstrate the businesses commitment to the Main Street ethos over a sustained amount of time and show how it has fit or emphasized the unique aspects of the community's history and character.

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Nomination's sustained contribution toward achieving district goals within the Main Street model.
- Demonstrated historical and/or cultural significance to the community that demonstrates the unique qualities and sense of place of the downtown or commercial corridor.
- Positive impact that can be measured

The Prize

Framed Pewabic tile and cash prize to be determined

MAIN STREET JUBILEE

This award is for a nominee that has been a cornerstone of the Main Street program over a sustained period. They demonstrate a profound passion for community development and an unwavering commitment to the principles of the Main Street mission: revitalizing historic commercial districts, supporting local businesses, and fostering community pride. Their visionary leadership and deep understanding of the program's goals have left an indelible mark on the program's trajectory and success.

Criteria includes:

- **Project Leadership:** Spearheaded transformative projects such as the design and preservation of historic buildings, showcasing their dedication to protecting the unique character of downtown spaces.
- **Event Coordination:** Organizing and executing community events that have significantly boosted local engagement and enhanced the vibrancy of downtown areas.
- **Business Support:** Acting as a vital connector between small businesses and essential resources, ensuring their sustainability and growth.
- **Advocacy and Outreach:** Inspiring community collaboration by effectively engaging stakeholders, fostering partnerships, and cultivating an inclusive environment for participation.

Examples: developing/establishing guidelines and leadership principles for the Main Street Board and/or Organization, championing the preservation of important community and historic assets, developing signature events, marketing, or image campaigns, leading through volunteerism and inspiring others to adopt the Main Street model.

Rules & Eligibility

- The nomination is for an individual that has demonstrated long-term commitment, sustainability, and impact to their community, whether it be for the last 5, 10, or 25 years.
- The nominee should demonstrate the individual's commitment to the Main Street ethos over a sustained amount of time and their positive impact over the program and/or community.

Judging Criteria

- Nomination's sustained contribution toward achieving district goals within the Main Street model.
- Demonstrated commitment to the Main Street program and significance to its ongoing mission.
- Positive impact that can be measured

The Prize

Framed Pewabic tile and cash prize to be determined

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

ACHIEVEMENT IN COMMUNITY CHARACTER OR HISTORIC PRESERVATION

The Main Street model has always been rooted in Historic Preservation. Retaining the best sense of our unique community character through its built environment is key for success. This award recognizes a program or project that spotlights a community's unique history, preserving its past and/or telling the important story of where the community came from. This could be anything from the physical preservation of a building or space, creating awareness of your historical assets, or developing a program designed to ensure your past is preserved for future generations.

Examples: Building renovation/preservation, historical markers, history tours, façade efforts, or establishing a historic district.

Rules & Eligibility

- The nomination is a program or project that was completed in the last year, uses the unique aspects of the community's history, and reflects the uniqueness of your community.
- The nomination can be for either a public or private entity or effort.

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Nomination's contribution toward achieving district goals
- Uniqueness and creativity of the program that addresses a pressing historic preservation need or new opportunity for the Main Street
- Positive impact that can be measured

The Prize

Framed Pewabic tile and cash prize to be determined

BUSINESS INNOVATION & ENTREPRENEURSHIP

The Main Street approach is one of the leading Economic Development tools for downtowns throughout the U.S. Having strong businesses and business practices are essential to the Economic Vitality of our communities, and what that looks like in each Main Street can vary greatly. This award recognizes original and/or innovative programs or practices leading to the transformation of your local economy. This award is not an apples-to-apples comparison, think specifically about your Main Street program, the downtown, and what has moved the needle in a positive direction for your local economy over the last year.

Examples: Business training programs on topics like merchandizing and online sales, unique partnerships that add to the sense of place or creates opportunities for business growth, and new and innovative business practices that support entrepreneurship and small business development.

Rules & Eligibility

- Nomination can be a public policy or program, a private business or new private and/or public partnership.
- This can be a public initiative or series of initiatives.
- The nomination must support the overall economic vitality of your Main Street.

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Measurable results or impact upon the district

The Prize

Framed Pewabic tile and cash prize to be determined

COMMUNITY EVENT OF THE YEAR

This award recognizes an outstanding special event or digital, image, or public relations campaign that advanced new opportunities for your downtown. Getting people downtown to shop, eat and drink, have fun, explore, and live is a goal of all Main Street organizations. This award recognizes efforts that made the downtown more accessible or improved the visiting experience for visitors, businesses, and residents.

Examples can be special events, new platforms for shopping or visiting online, promotion through social media, podcasts, or other methods used to reach the public and promote your downtown.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership.
- Project can be a reoccurring activity or one-time event.

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Collaborative and innovative partnerships
- Measurable outcomes leading to positive change

The Prize

Framed Pewabic tile and cash prize to be determined

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

DISTRICT PLACEMAKING

Placemaking attracts businesses, customers, and residents to our Main Streets. Downtowns that offer exciting and unique things to do and see are more likely to experience greater investment. This award is for a project that has improved the physical appearance of a district through landscaping/streetscaping, public art, improved public spaces, or new private development.

Examples: Streetscape improvements, public art, new gathering spaces, and building rehabilitation or new construction.

Rules & Eligibility

- Project can be publicly- developed, privately- developed, or a combination.
- Project must contribute to the overall quality of the built environment of your downtown.
- Project must be accessible to all the stakeholders of the downtown district.

Judging Criteria

- Nomination's relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Degree the project transformed the activity within the district

The Prize

Framed Pewabic tile and cash prize to be determined

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com



SMALL BUSINESS RETENTION AND ATTRACTION

Business retention and attraction are at the heart of economic development within the Main Street approach. A strong local economy is built through the character and unique mix of our businesses. This award recognizes the best program or effort that supported existing businesses or attracted new ones to your Main Street.

Examples: Using data and market analysis to create new strategies and/or programs, new permitting processes that made it easier for a business to locate or expand, or financial incentives such as façade and signage grants.

Rules & Eligibility

- Project can be a public or private initiative.
- Project must contribute to strengthening the district's economic vitality.

Judging Criteria

- Nomination's relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district

The Prize

Framed Pewabic tile and cash prize to be determined

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

VOLUNTEER OF THE YEAR

The Main Street model is a grass roots, community-driven program. Good board members and volunteers are the life blood of every local program. The volunteers offer time, talent, and treasure to drive the revitalization or management process.

These volunteers serve on boards and committees, lead projects, lend a helping hand when needed and serve as positive community ambassadors for the district and its ongoing success. This award honors that special individual(s) who has invested considerable personal time and energy to enhance the downtown and organization in the last year. This award is for the individual(s) who has so positively influenced the community that their impact will continue to be felt for many years.

Rules & Eligibility

Nominee no longer needs be active with the Program/Downtown.

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Extent of the nominee's participation, the quality and amount of the time donated (e.g., time volunteered, money raised, programs initiated, etc.)
- Degree which nominee's commitment went above and beyond expectations

The Prize

Framed Pewabic tile and cash prize to be determined

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com



MAIN STREET RESILIENCE

The Main Street approach has always been flexible, which is especially important when our downtowns face adversity. This award is for the community, Main Street program, or business that has continued to thrive even in tough times. Whether it be the lingering effects of the pandemic, ongoing staffing challenges, or other disasters where the Main Streets and their businesses have shown resilience.

Examples: Business recruitment/retention programs, business support and/or training programs that give businesses needed tools for success, unique partnerships that create vibrancy and interest in our downtowns, and other new and innovative business practices that support entrepreneurship and small business development.

Rules & Eligibility

- Project can be a public policy or program, a private business or new private and/or public partnership.
- This can be a public initiative or series of initiatives.
- The nominee must support the overall economic vitality of your Main Street.

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Measurable results or impact upon the district

The Prize

Framed Pewabic tile and cash prize to be determined

OUTSTANDING PARTNERSHIP

Partnerships are vital to the Main Street approach and should be an everyday occurrence in a successful program. This award acknowledges a particularly successful partnership that created a positive impact on your downtown. Whether it be public-public, public-private, or private-private this partnership accomplished something that could not have been done alone.

Examples: Public spaces on private property, city/county/state programs, business to business support and/or events, or joint marketing.

Rules & Eligibility

- Project can be a public policy or program, a private business or new private and/or public partnership.
- This can be a public or private initiative or series of initiatives.
- The nominee must support the overall economic vitality of your Main Street.

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Measurable results or impact upon the district

The Prize

Framed Pewabic tile and cash prize to be determined

MAIN STREET LEADER

While the Main Street model is volunteer-driven, great staff are equally important. The employees of the Main Street program are the daily faces of the downtown—visiting businesses, offering support, and implementing the program’s vision. Whether it be the Executive Director, the program coordinator, or the part-time assistant, the great work being done daily relies on these people. This award acknowledges the hard work and dedication of the Main Street staff, being there when needed and always remaining positive.

Rules & Eligibility

Nominee no longer needs to be employed by the Program/Downtown.

Judging Criteria

- Nominee’s contribution toward achieving district goals and assisting with activities
- Extent of the nominee’s participation and quality of work done
- Degree which nominee’s commitment went above and beyond expectations

The Prize

Framed Pewabic tile and cash prize to be determined

Deadline

5 p.m. | April 18, 2025

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com





**THANK YOU
FOR ALL YOU DO!**

If you have any questions regarding the award submissions,
contact John Bry: (248) 858-5444 | bryj@oakgov.com

Online Awards Submittal Form, visit: Forms.oakgov.com/129



THANK YOU TO OUR MAIN EVENT SPONSORS *(as of January 2025)*

Presenting Sponsor

LIFE | SMART | YOU



OAKLAND COUNTY
BUSINESS FINANCE
CORPORATION



MICHIGAN
DOWNTOWN
ASSOCIATION



community foundation
Greater Rochester