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## 2011 Great American Main Street Awards® Semifinalist Application Instructions

GAMSA Semifinalists have the opportunity to submit a video, maps, supporting documents, letters of support, and a resolution of support. All of which will be reviewed by the jurors along with the original application.

Semi-finalists are required to submit eight (8) copies of the packet of information (only one (1) video is needed). All eight (8) copies need to be assembled in folders and be received at the National Trust on or before **February 10, 2011**. Either overnight delivery or express mail is encouraged. Also, only one (1) copy needs to be original documents. The other 7 can be copies.

### Video

Please provide a brief (no more than 5 minutes) video showcasing your commercial district. The video need not be professionally produced, but should do a good job of showcasing your work in all four points. Think of the video as a visual representation of why your community should win the 2011 GAMSA award.

Recommendations for what to include:

- Footage of your commercial district
- Footage of festivals or retail events in your district
- Interviews with various stakeholders

### Maps

Please provide the following three (3) maps on 8 ½" x 11" paper *only*.

1. a state map pinpointing your city/town/neighborhood location;
2. a city map showing the location of your Main Street; and
3. a *keyed* map of your Main Street district with color coding that depicts the locations of retail, residential, office, government use, mixed use, etc.

### Supporting Documents

Provide up to five (5) supporting documents. The supporting documents should include your most recent annual report (with financial statements) or Form 990, and four other documents such as brochures, planning documents, newsletter, articles, and other publications that illustrate the success of your Main Street revitalization efforts. Only the first five documents will be considered; additional documents will be discarded.

Affix to each supporting document a brief statement describing the document's significance. The statement could be just a sentence on a piece of paper stapled to the document or typed on a label that is affixed to the document.

## Letters of Support

Provide original letters of support from stakeholders in your commercial district, including but not limited to: residents, business owners, building owners, community groups, and elected officials. You may submit up to 30 letters of support. In the case of letters from individuals of a large group, such as a class of students or members of a Girl Scout troop, we ask that you submit a single letter from the entire group. Only the first 30 letters will be considered; additional letters will be discarded..

Letters should be printed on 8 ½” by 11” paper on the sender’s letterhead, signed, and addressed to the *Great American Main Street Awards Jury*. **Letters of support must be included in the application packet, we do not accept letters sent separately from the application.**

## Resolution of Support

Using the sample resolution of support below, submit an original and unique document expressing how your city council or local governing body supports your community’s revitalization activities. This document must be on official letterhead of your council or local governing body and have an official seal or stamp.

### Sample Resolution of Support

BE IT RESOLVED that the economic health and cultural vibrancy of downtown \_\_\_\_\_ is crucial to the overall well-being of the City of \_\_\_\_\_;

AND, BE IT RESOLVED that the City of \_\_\_\_\_ wholeheartedly supports and, through its revolving loan program, small business assistance program, financial contributions to the revitalization effort, and commitment to maintaining all local government offices in the downtown area, materially participates in efforts to revitalize downtown \_\_\_\_\_;

AND, BE IT RESOLVED that the City of \_\_\_\_\_ believes that the Main Street revitalization efforts in \_\_\_\_\_ represent...

NOW, THEREFORE, BE IT RESOLVED that the City of \_\_\_\_\_ fully supports this entry into the *Great American Main Street Awards* competition.

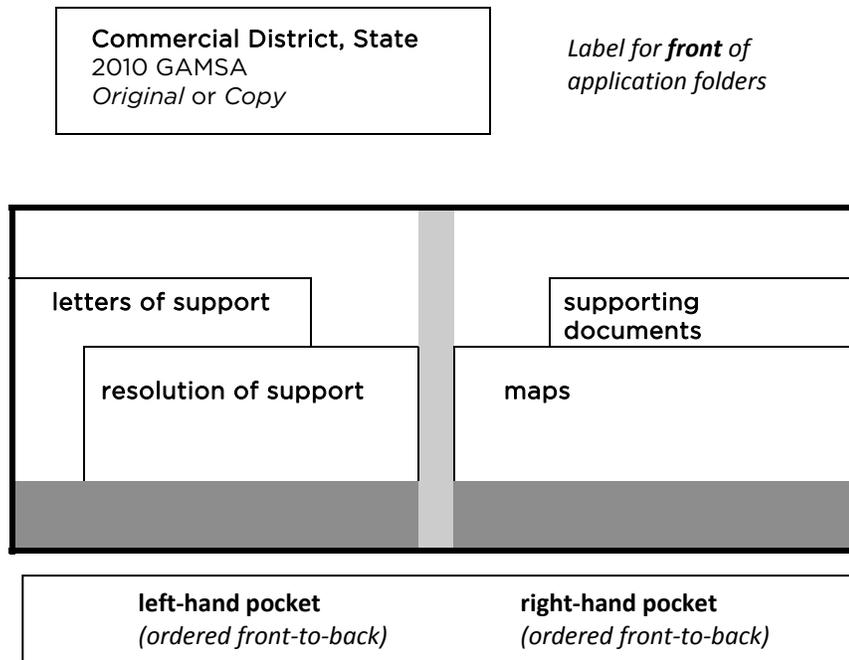
Adopted by unanimous acclaim this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

Certified by \_\_\_\_\_, Clerk of Council

**Official  
Seal**

## Suggested Diagram of Semifinalist Application Folders

The original and seven identical copies should be submitted and organized in exactly the same manner. The following organization of documents, using pocket style folders, is suggested and preferred.



Mail or deliver your semifinalist applications (one original and seven copies) in folders with a **postmark on or before February 10, 2011**. Either overnight delivery or express mail is encouraged. The mailing address is:

Great American Main Street Awards®  
National Trust Main Street Center®  
1785 Massachusetts Avenue, NW  
Washington, DC 20036

The five GAMSA winners selected by the jurors will receive notification in March 2011.