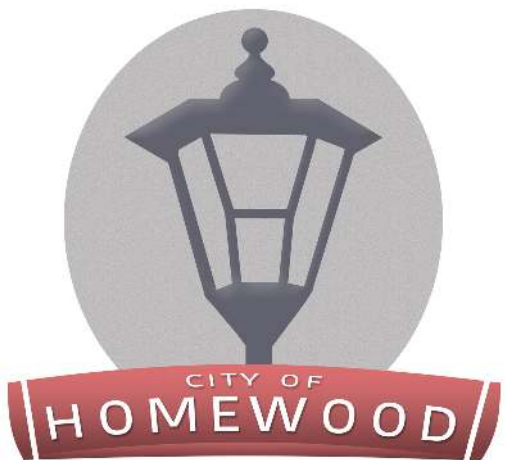


CITY OF HOMEWOOD

# 2020 BUSINESS BEAUTIFICATION AWARD POLICY

HOMWOOD BEAUTIFICATION BOARD



# WHAT IS A BUSINESS BEAUTIFICATION AWARD?

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The Business Beautification Award serves to recognize those business owners, who have made an effort to clean, repair, improve and enhance the overall aesthetics of their property to maintain the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, enhance our city's visual image and economic vitality.

A winner will be selected at the end of each quarter (March, June, September, December). The December award will be specifically related to seasonal decor. Business owners will receive public recognition and an award for making the city of Homewood beautiful.

Businesses can be nominated for this award by others within the community or they may nominate themselves (self-nomination is encouraged!). Winning properties may be shown in promotional materials with owner's consent.

The City of Homewood Beautification Board recognizes projects that improve the appearance of local neighborhoods and the entire community.

Awards may be given to businesses that consistently maintain their properties in an attractive and well-kept manner or businesses that have made substantial improvements to the exterior of their building and/or landscape in the last year.

## WHAT DOES THE BEAUTIFICATION BOARD LOOK FOR?

A major criterion is how the project visually enhances the surrounding neighborhood and community.

Examples include:

- Landscapes (well-maintained or improved)
- Renovations or restorations to building or outdoor structures
- Seasonal lighting and displays (last quarter only)

Nominations will be evaluated based on the overall visual appearance of the completed project.

## APPLICATION REQUIREMENTS

1. Submit completed entry form and a high quality digital photo (including a "before" and "after" if applicable) by the first Monday of March, June, September, or December.
2. Deliver via email to *director@homewoodchamber.org* as follows:
  - **Subject:** Attention City of Homewood Beautification Board
  - Attach the completed and signed form, as well as picture(s)
3. The Beautification Board will meet and select a winner.
4. The winner will receive a certification to permanently display at their place of business, a "traveling banner" to display throughout the next quarter, and be recognized by the City of Homewood.

## ELIGIBILITY

- Properties must be located within the corporate limits of the city of Homewood
- Projects must be visible from a public street.
- Public projects are not eligible.
- Businesses can be nominated by others in the community or nominate themselves (self-nomination is encouraged!)

## ENTRY FORM

Nominee/Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

**Contact Person (individual completing this form)**

Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Description/Reason for Nomination (may continue on back of page)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# JUDGING RUBRIC

## SCORING RUBRIC (CIRCLE NUMBER)

## TOTAL

**1. The business visually enhances the surrounding neighborhood?**

Score:

0	1	2	3
Does Not Meet Criteria	Unknown/ Neutral	Meets the Criteria	Exceeds the Criteria

**2. The business made substantial improvements and/or has maintained the exterior of their building or their landscaping?**

Score:

0	1	2	3
Does Not Meet Criteria	Unknown/ Neutral	Meets the Criteria	Exceeds the Criteria

**3. The business incorporates creativity and design (e.g. in their landscaping, window displays, signage)?**

Score:

0	1	2	3
Does Not Meet Criteria	Unknown/ Neutral	Meets the Criteria	Exceeds the Criteria

**4. Photograph(s) were submitted with application?**

Score:

0	1	2	3
Does Not Meet Criteria	Unknown/ Neutral	Meets the Criteria	Exceeds the Criteria

**5. December Only: Business incorporated seasonal decor (e.g. festive lighting, window display)?**

Score:

0	1	2	3
Does Not Meet Criteria	Unknown/ Neutral	Meets the Criteria	Exceeds the Criteria

TOTAL: