



Downtown Beautification Initiative

Information

The *Downtown Beautification Initiative* is a beautification based competition that's geared towards stimulating business and/or property owners to craft imaginative project ideas that help beautify Blackstone's Historic Business District (HBD), a charming and quaint destination.

Projects should:

1. Connect to the community's vision to create vibrant places to live, work, and invest
2. Focus on highly visible changes and results that demonstrate the beautification effort
3. Center around two key areas of focus: quality design and effective promotion

Potential project ideas can include, but are not limited to:

1. Signage repair/replacement
2. Awning repair/replacement
3. Rendering of a mural that complements the business or downtown commercial district
4. Facade improvements that enhance the appearance of buildings, i.e. painting, lighting, etc.
5. Creating desirable or useful amenities for residents and visitors, i.e. outdoor seating area

Prizes

1. \$1,000 will be awarded to the winning business/property owner on behalf of DBI to complete the proposed beautification project, distributed at the judges' discretion
2. Two (2) FREE VIP tickets to DBI's 2020 Sandwich Sampler Competition
3. \$25 gift card to a retail/restaurant establishment in Downtown Blackstone (winner's choice)

Prize money can be combined with funds from DBI's Revolving Loan Fund (0% interest loans). Please contact DBI's Executive Director for more specific loan details and guidelines.

Guidelines & Entry Requirements

1. Submit application to manager@downtownblackstone.org or return to DBI's office
2. Applications are due no later than **5:00 PM, October 02, 2019**
3. Business and/or property owners must be physically located in Blackstone's HBD
4. The \$1,000 award and other prizes will be awarded to *only* one (1) applicant
5. If a business or property owner has received a past award, he or she shall not be eligible to apply if that award was presented during the last competition cycle, i.e. 2018

Judging & Award:

The judging panel for the application review process will consist of volunteers serving on DBI's Design Committee. The Design Committee will carefully examine all proposed projects, presenting any award recommendation to DBI's Board of Directors who will make the final decision.

DBI's Design Committee seeks to improve the physical environment of Blackstone's HBD by encouraging the compatible renovation/construction of new and existing buildings, quality signage and merchandise displays, the creation of attractive and usable public spaces, and more.

All applications will be reviewed based on the following:

1. Was each of the key project elements clearly presented?
2. Did the applicant clearly demonstrate the need for the proposed project?
3. Does the applicant have the knowledge and expertise to effectively and efficiently execute the project in a reasonable timeframe?
4. Did the applicant communicate what success looks like? Were sketches, renderings, images, or other supporting materials presented to aid the review process?



Applicants, regardless of receiving an award, can discuss the utilization of Frazier Associates, an architectural and planning firm that specializes in downtown revitalization. Through Virginia Main Street (VMS), Frazier Associates can provide downtown business and/or property owners with FREE concept drawings for medium-to-large scale exterior improvements. In terms of design, they're a great resource to help you envision your buildings' potential. Please contact DBI's Executive Director to learn more information.