



City Beautification Award Policy

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What is the City Beautification Award?

The City Beautification Award recognizes businesses who have made recent efforts to clean, repair, improve, and enhance the overall aesthetics of their building(s), property, and/or space, thereby maintaining the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, therefore enhancing our city's image and economic vitality.

From May through September, the Beautification and Public Art Committee accepts nominations from the public and/or self-nominations. Nominees meeting the eligibility requirements will become finalists. All finalists will receive public recognition for making and continuing to help keep the City of Elk River beautiful.

At their October meeting, the Beautification and Public Art Committee will judge the finalists using the judging rubric. The highest scoring finalist will be recommended to the Economic Development Authority (EDA) to be awarded the Beautification Award. The recipient will receive the award at the following EDA meeting presented by the EDA President and/or a member of the Beautification and Public Art Committee. The recipient will also be awarded a grand prize as determined by the Beautification and Public Art Committee, and the EDA.

What does the Beautification and Public Art Committee look for?

The Beautification and Public Art Committee seeks to recognize commercial/industrial site improvements, commercial/industrial upgrades, landscapes, exterior renovations, restorations, and new structures that are architecturally noteworthy and well maintained.

A major criterion is how the project visually enhances the surrounding neighborhood and community. How the business incorporates design, maintenance, color, organization, and creativity within the existing community. Improvements to structures, exterior spaces, and landscaping are important elements for consideration.

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

Application Requirements

Submit completed online entry form plus at least two high-quality photos (For businesses eligible to be finalists, additional photos may be requested), including a “before” if available and “after” (if applicable) from May through September of each year.

elkrivernm.gov/FormCenter/Economic-Development-11/City-Beautification-Award-Entry-Form-350



Eligibility

- The applicant/nominee must be an operational business located within the City of Elk River corporate limits.
- A photo release approval may be needed to authorize the use of photos in various social media and print forums.
- For new construction or renovations, a certificate of occupancy must have been issued.
- Public projects are not eligible.
- Previous recipients of the City Beautification Award are ineligible to receive the award in the succeeding two years at the same location.

Judging Rubric

This award recognizes businesses whose building(s), property and/or spaces that contribute to the beautification of the city through landscaping and architecture.

Nominees need to score a minimum of 10 points to be eligible to win.

Scoring Rubric	0	1	2	3	Total
Criteria	Does not meet the criteria	Neutral	Meets the criteria	Exceeds the criteria	
The business building(s)/property/space visually enhances the surrounding neighborhood.					
The business building(s)/property/space is well maintained.					
The business building(s)/property/space incorporates a visually pleasing color scheme.					
The business building(s)/property/space incorporates creativity and design.					
The business made substantial improvements to their building(s)/property/space.					
				Grand Total	