



Elk River Beautification Award Program Guidelines

Program Overview

Established in 2017, the Elk River Beautification Award highlights businesses who have made recent efforts to clean, repair, or enhance the overall aesthetics of their building(s), property, or space. Each year the Elk River Economic Development Authority (EDA), with recommendations from the Beautification and Public Art Committee, awards a business who has made exterior site improvements, upgrades, renovations, landscaping, restorations, or new structures that are architecturally noteworthy and well maintained.

Eligibility

- Nominee must be an operational business located in the City of Elk River.
- Improvements must have been completed within two years of the nomination date.
- For new construction or renovations, a certificate of occupancy must have been issued.
- Public projects are ineligible.
- Previous recipients of the Beautification Award are ineligible to receive the award in the succeeding two years at the same location.
- Prior non-winning nominees are eligible to be nominated in subsequent years if all other eligibility criteria have been met.
- Nominees meeting the eligibility requirements will become finalists.
- A photo release may be needed to authorize the use of photos in various social media and print forums.

Application Requirements

- Complete entry form online bit.ly/beautificationaward or in-person at Elk River City Hall.
- Submit at least two high-quality 'before' (if available), and 'after' photos.
- For businesses eligible to be finalists, additional photos may be requested or taken by city staff.
- Self-nominations are accepted.

Program Timeline

- Nomination period: May 1 to September 30.
- Beautification and Public Art Committee evaluate submissions: October.
- EDA formally recognizes winner: November.

Awards

Winner receives:

- A personalized garden bench or other outdoor gift as determined by the EDA.
- Formal recognition and certificate presentation at an EDA meeting.
- Finalists will receive recognition through social media and/or other forums.

Judging Criteria

Each business nomination is judged based on the following criteria:

- Aesthetic impact
- Appropriate maintenance
- Visual harmony
- Creativity and design
- Transformation

Nominees must score a minimum of 35 points to be eligible to win.

Judging Rubric

Elk River Beautification Award										
Judging Rubric										
Criteria									Score	
Aesthetic Impact										
The building(s), property, or space visually enhances the surrounding neighborhood.										
Appropriate Maintenance										
The building(s), property, or space is well maintained.										
Visual Harmony										
The building(s), property, or space incorporates a visually pleasing color scheme.										
Creativity and Design										
The building(s), property, or space incorporates creativity and thoughtful design.										
Transformation										
The business made substantial improvements to their building(s), property, or space.										
Poor			Fair			Good			Excellent	
1	2	3	4	5	6	7	8	9	10	