



## **City Beautification Award Policy**

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[ElkRiverMN.gov](http://ElkRiverMN.gov)



# **City Beautification Award Policy**

## **What is the City Beautification Award?**

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

From May through October, The Beautification Committee will accept nominations from the public and/or self-nominations. Nominations meeting the judging rubric of the Beautification Award will become finalists. All finalists will receive public recognition for making and continuing to help keep the City of Elk River beautiful!

Businesses can be nominated for this award by others within the community or they may nominate themselves. Award finalists will be shown in promotional materials.

In November of each year, the Beautification Committee will select one of the finalists to be awarded The City Beautification Award. The City Beautification Award Recipient will receive the award at the following EDA meeting presented by the EDA President and a member of the Beautification Committee. In addition, the award recipient will be recognized by the Mayor and City Council at their November meeting.

## **What does the Beautification Committee look for?**

The City of Elk River Beautification Committee seeks to recognize commercial/industrial site improvements, commercial/industrial upgrades, landscapes, interior/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, interior/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 digital photos, including a “before” if available and “after” (if applicable) by the first Monday of each month beginning in May through October of each year.

<https://www.elkrivernm.gov/FormCenter/Economic-Development-11/City-Beautification-Award-Entry-Form-350>



## **Eligibility**

- Site must be located within the City of Elk River corporate limits.
- A photo release approval will 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. *Applicants need to score a minimum of 10 points in order to qualify as a finalist.*

Scoring Rubric	0	1	2	3	Total
<b>Criteria</b>	<b>Does not meet the criteria</b>	<b>Neutral</b>	<b>Meets the criteria</b>	<b>Exceeds the criteria</b>	
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.					
				<b>Grand Total</b>	