

# Business Award Criteria

*Main Street West Branch reserves the right to withhold awards in any category if nominations do not sufficiently meet established criteria.*

## **Creative Catalyst Award Guidelines** *(aka Best Marketing)*

- This award recognizes a business located within the Main Street West Branch downtown district that has demonstrated exceptional creativity and effectiveness in its marketing efforts, contributing to the visibility and vitality of the district.
- The recipient must have implemented marketing strategies that align with the mission of Main Street West Branch, which focuses on revitalizing downtown, preserving its historic charm, and promoting economic growth.
- The recipient's marketing efforts should showcase innovation, whether through digital campaigns, social media engagement, print advertising, branding, or other creative mediums.
- The recipient has effectively communicated their business's unique value while also contributing to the overall positive perception of downtown West Branch.
- The recipient's marketing initiatives should demonstrate measurable success, such as increased foot traffic, sales growth, or heightened community engagement.
- The recipient actively collaborates with Main Street West Branch by participating in events like *Hoover's Hometown Days* and *A Christmas Past* and incorporating these events into their marketing efforts to enhance visibility and drive community involvement.
- The recipient's marketing should reflect an understanding of the community's values and a commitment to fostering connections between residents, visitors, and the downtown district.
- The recipient exemplifies creativity, consistency, and professionalism in their branding and outreach, setting a positive example for other businesses within the district.
- The recipient's marketing efforts should have a lasting impact, helping to strengthen the downtown brand and attract new customers and visitors to West Branch.

This award honors a business that leverages innovative and effective marketing strategies to elevate its success and contribute to the overall vibrancy of the downtown West Branch community.

## **Community Spirit Award**

- This award recognizes a business located within the Main Street West Branch downtown district that goes above and beyond in promoting downtown events, fostering community pride, and supporting fellow businesses.
- The recipient must be a business located within the Main Street West Branch downtown district.
- The recipient actively promotes Main Street West Branch events and initiatives, such as

*Hoover's Hometown Days* and *A Christmas Past*, through their own marketing channels, word-of-mouth, and community outreach.

- The recipient demonstrates enthusiasm for downtown success by collaborating with and uplifting neighboring businesses, fostering a strong sense of camaraderie and teamwork.
- The recipient participates in downtown activities and encourages others—residents, visitors, and businesses alike—to engage with the district and its offerings.
- The recipient exhibits a positive, welcoming attitude that embodies the spirit of West Branch and encourages others to share in their enthusiasm for the community.
- The recipient consistently finds innovative ways to promote the vibrancy of the downtown district, leveraging creative methods to inspire community pride.
- The recipient's efforts have contributed to increased visibility and engagement with Main Street West Branch events, businesses, and the downtown district as a whole.

This award celebrates a business that serves as a true cheerleader for Main Street West Branch, spreading enthusiasm, pride, and positivity throughout the downtown community.

### **Best Employer Award Guidelines**

- This award recognizes a business located within the Main Street West Branch downtown district that demonstrates exceptional commitment to its employees and fosters a positive, supportive workplace culture.
- The recipient must be a business located within the Main Street West Branch downtown district.
- The recipient offers fair wages and opportunities for professional growth, demonstrating a genuine commitment to the well-being of their employees.
- The recipient fosters an inclusive, respectful, and empowering work environment that encourages collaboration, creativity, and mutual support among employees.
- The recipient regularly acknowledges and celebrates employee achievements, making employees feel valued and appreciated for their contributions.
- The recipient encourages and supports employees in participating in community events and initiatives, reflecting a commitment to both the workplace and the broader community.
- The recipient promotes work-life balance, offering flexible schedules or other policies that help employees maintain a healthy and sustainable work-life integration.
- The recipient demonstrates high employee satisfaction and retention, reflecting a commitment to long-term relationships with their team members.
- The recipient's business practices contribute positively to the downtown district, aligning with the values of Main Street West Branch and supporting the success of the community.

This award celebrates a business that exemplifies excellence in treating its employees, making it a model employer within the Main Street West Branch community.

## **Business Awards – Selection Process**

- Nominations are submitted by downtown business owners & employees, MSWB board members, volunteers, and community partners using criteria-based nomination forms.
  - An internal review committee screens nominations for eligibility and alignment with award criteria and selects up to three finalists per award.
  - Finalists are voted on by downtown businesses, with one vote per business.
  - The MSWB Board of Directors serves as a tie-breaker, if needed.
  - Award recipients are selected based on peer voting and adherence to established award criteria.
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## **Employer of the Year – Selection Process**

- Downtown employers are asked to share an anonymous employee survey that gathers feedback from downtown workers, closely tied to award criteria.
- Survey responses are reviewed and summarized by an internal review committee to identify the strongest nominees.
- Up to three finalists are selected based on employee feedback and eligibility.
- Finalists are voted on by downtown businesses, with one vote per business.
- The MSWB Board of Directors serves as a tie-breaker if needed.