



Downtown Fort Worth is a special place with a unique business culture, a culture that has evolved through generations of leadership, vision and innovation. The Trailblazer Awards celebrate the most successful and innovative efforts in city center development and acknowledge contributions that make downtown more vibrant, inviting, livable and beautiful.



777 Taylor Street, Suite 100 Fort Worth, TX 76102

Call for Entries

DOWNTOWN FORT WORTH

Trailblazer

A W A R D S

Application Deadline August 3, 2009



Trailblazer Award Categories



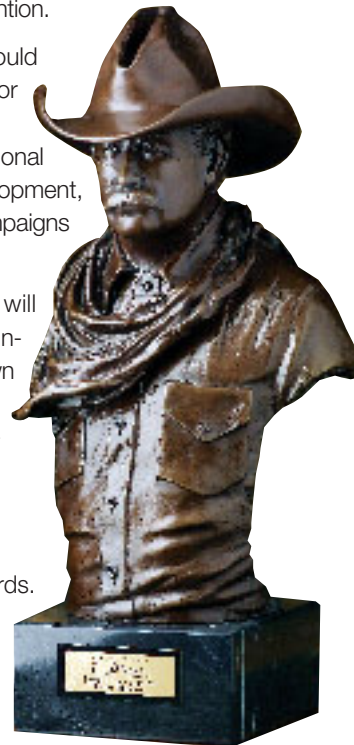
Preservation and/or Adaptive Reuse. The reuse and/or preservation of existing downtown structures will be considered in this category. Structures need not be historic, but must be used for a new purpose or have undergone significant renovation in preparation for their use. While not an exhaustive list, building context, design, historic sensitivity and creativity will be evaluated.

Placemaking. This award honors an individual or organization that has completed a project which increased the visibility, stature and overall identity of downtown, resulting in greater visitation and economic activity. Examples include special events, design or other unique efforts that have attracted significant activity or attention.

Promotion and Marketing. Competitive entries should present a promotion or marketing campaign that directly or indirectly fosters a positive image of downtown. The campaign may focus on efforts that promote organizational development, audience generation, retail/business development, local history or culture. Print, electronic or multi-media campaigns are welcome.

Sustainable Development. Projects in this category will represent the best and most current methods of sustainable building and/or site development within the downtown context. Innovation, response to local conditions, transit orientation and overall project performance will be highlighted in this category.

Urban Design. Pedestrian friendliness, architectural excellence and a host of urban design objectives are memorialized in the Downtown Urban Design Standards. Nominees in this category will exemplify the objectives identified in the Downtown Urban Design Standards.



Who is organizing the awards?

Downtown Fort Worth, Inc., downtown's leadership and advocacy organization. The Trailblazers are intended to encourage downtown growth and foster Fort Worth's tradition of high-quality development by recognizing and publicly celebrating outstanding accomplishments in the award categories.

Who is eligible?

Any downtown project is eligible for The Trailblazer Awards, regardless of the year completed. Nominations can be submitted by the entrant or by a third party. Projects must be at least 90 to 95 percent complete to be eligible for consideration. For multi-phase projects, completion of a major phase of the project will make it eligible. Projects should be within the downtown boundaries. (See map.)

Why should I enter or nominate another?

A Trailblazer Award brings greater recognition and awareness to high-quality downtown projects. They identify people, projects and developments that are vital partners in the downtown business community and establish benchmarks that future leaders and decision-makers can use as they contribute to the fabric of downtown. The winning characteristics and benchmarks will be featured on the DFWI website, our online library of downtown excellence.

How much does it cost to enter?

There is no charge to enter The Trailblazer Awards, and no limit on the number of entries.

What is the deadline?

Entries must be received at the Downtown Fort Worth, Inc. office no later than 5:00 p.m. on Monday, August 3, 2009.

How will the awards be judged?

The jury will choose winners based on the individual merit of an entry. While project budgets will be noted, jury members will foremost seek to recognize those submissions that best exemplify the characteristics listed in the Award Categories. The decisions of the jury are final. The jury reserves the right to move submissions to more appropriate categories, if necessary, or to decline to make an award in any particular category.

When will the awards be presented?

The Downtown Fort Worth Trailblazer Awards Ceremony will take place on September 30, 2009 at 11:30 a.m. at the Fort Worth Club.

Entry Application

Following is the checklist of items required for each entry.

(1) **Entry Form – ten (10) copies**

(2) **Project Summary – ten (10) copies**

On a maximum of one page, include the following information:

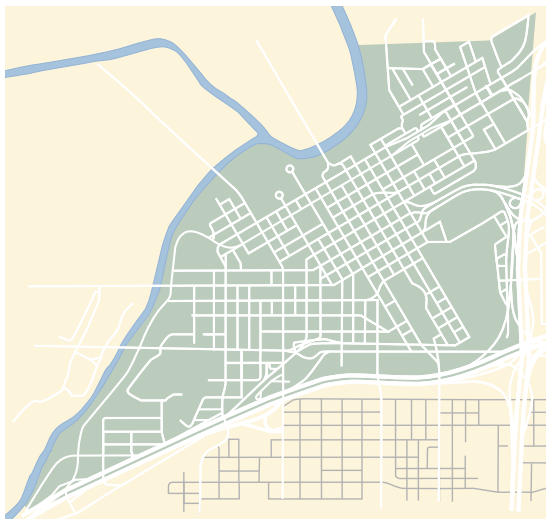
- Project Description - an overview of the project, including an explanation of how this project meets the category objectives.
- Description of the impact of the project on the city and downtown.
- List of the project participants, both public and private, and their roles in the project.

(3) **Digital Images – ten (10)**

The images and the project summary will be the primary means by which the jury will judge a project. Please submit up to ten (10) high resolution digital images within a PowerPoint presentation on a CD. Both the CD and the CD case should be labeled with the name of the entrant and the entry. All photos and images will be retained by DFWI, and may be used in the awards presentation, reports, web-based information pages and other promotional vehicles.

Guidelines:

- Any downtown project is eligible for The Trailblazer Awards, regardless of the year completed.
- Self-nominations are permitted.
- Projects should be at least 90 to 95 percent complete to be eligible for consideration. In case of a multi-phase project, completion of a major phase of the project will make it eligible.
- Projects should fall within the downtown boundaries.



Entry Form

PROJECT NAME _____

SUBMITTED BY *Name and Title* _____

ORGANIZATION _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____

FAX _____

EMAIL _____

WEBSITE _____

This project is submitted in the following category:

- | | |
|---|--|
| <input type="checkbox"/> Placemaking | <input type="checkbox"/> Sustainable Development |
| <input type="checkbox"/> Preservation and/or Adaptive Reuse | <input type="checkbox"/> Urban Design |
| <input type="checkbox"/> Promotion and Marketing | |

Note: Projects must be at least 90 to 95 percent complete to be eligible for consideration. In case of a multi-phase project, completion of a major phase of the project will make it eligible.

Entries must be received no later than 5:00 p.m. on Monday, August 3, 2009.

Submit to:
The Trailblazer Awards Committee
777 Taylor Street, Suite 100
Fort Worth, Texas 76102

