



# Clayton Downtown Development Association, Inc.

## 2011 Think Clayton. Think Downtown. Awards Nomination Form

Clayton Downtown Development Association, Inc. recognizes businesses, organizations, and individuals who *Think Downtown* through their commitments of time, advocacy, and resources. The community at large is invited to nominate a downtown business and people deserving of recognition for these efforts. An independent selection committee reviews all nominations and selects winners in each of four (4) categories. Winners will be announced and receive an award during the 2011 Clayton Downtown Development Association's Annual Awards Dinner on November 14, 2011 at Clayton Steakhouse.

You may submit one nominee per category. Please use a separate form for each nomination.

**Downtown business boundaries** are Main Street from Robertson Street to US 70 Business including Front Street to the north and Second Street to the south.

\_\_\_\_ Outstanding Downtown Business

\_\_\_\_ Outstanding New Downtown Business

\_\_\_\_ Outstanding Staff Person in a Business

Submitted by: \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Business/Organization/Individual being nominated:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Please list at least three (3) activities or accomplishments that demonstrate nominee's commitment to placing downtown first: *(please include additional comments on a separate page)*

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Nominations will be accepted until 5:00 pm on November 4. Please send completed nomination forms to:**  
**Clayton DDA, Inc – PO Box 879 – Clayton, NC 27528 or FAX 553-1720**  
Please photocopy form as necessary. Call (919) 553-1545 with questions.

*(See Nomination Criteria on other side)*

## ABOUT THE Think Clayton Think Downtown AWARDS

Some of the ways that *Think Clayton Think Downtown Award* winners place downtown first:

- Volunteer time
- Financial and/or in-kind support
- Physical appearance of property enhances the overall look of downtown
- Efforts to make visitors feel welcome and connect them to downtown amenities
  - Promoting downtown amenities
  - Advocacy

### Award Categories

#### **\*Outstanding Downtown Business**

This award is presented to a business located within the downtown district that has been in business 3 or more years

#### **Outstanding New Downtown Business**

This award is presented to a business located within the downtown district that is either brand new or has relocated to the downtown district within the past 24 months.

#### **Outstanding Staff Person within a Business or Organization**

This award is presented to an employee or staff person who provides extraordinary customer service for their business or organization, and serves to champion the downtown experience.

#### **\*Criteria for Outstanding Downtown Business**

- Demonstrate the nominee's performance in as many of the following areas as applicable.
- Excellence/Leadership in field of expertise
- Business growth (increased sales, profitability and expansion)
- Increased employment and sound employee relations
- Customer service/Quality
- Innovation/Research & Development (marketing, product development, environmental responsibility or technological advances) Community/Charitable Involvement
- Use of local resources (utilizing downtown and other local businesses, educational institutions, natural resources, goods, services, etc.)