



City of
Elk
River

**City Beautification
Award Policy**

City Beautification Award Policy

What is a City Beautification Award?

The City Beautification award serves to recognize those business owners, who have made an effort to clean, repair, improve and enhance the overall aesthetics of their property to maintain the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, enhance our city's visual image and economic vitality.

The city of Elk River Beautification Committee recognizes projects that improve the appearance of local neighborhoods and the entire community. Examples are commercial/industrial site improvements, commercial/industrial upgrades, landscapes, renovations, restorations, and new structures that are architecturally noteworthy.

From May through October, one winner will be chosen each month with a grand prize winner chosen in October. Business owners would receive public recognition and an award for making the city of Elk River beautiful!

Businesses can be nominated for this award by others within the community or they may nominate themselves (self-nomination is encouraged!). Winning properties may be shown in promotional materials with owner's consent.

What does the Beautification Committee look for?

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, outdoor spaces and the landscaping are important elements for consideration.

Awards are given in two categories:

1. The first category is for businesses that have made substantial improvements to the exterior of their buildings and/or landscape in the last year.
2. The second category is for businesses that consistently maintain their properties in an attractive and well-kept manner.

Nominations will be evaluated based on the overall visual appearance of the completed project.

Application Requirements

1. Submit completed entry form plus 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.
2. Deliver via email by the end of the business day on the first Monday of the month:
Subject: Attention City of Elk River Beautification Committee
Attach the completed and signed form and pictures to the
Economic Development Director: aouthoudt@elkrivermn.gov
3. The Beautification Committee will meet and select a winner.
4. The winner would receive an engraved plaque to display at the following EDA meeting. The winner will also be recognized by the Mayor and City Council.

Eligibility

- Properties must be located within the corporate limits of the city of Elk River.
- Projects must be visible from a public street. Submissions must have the consent of the owner. Self-nominations are encouraged!
- For new construction, a certificate of occupancy must have been issued.
- Public projects are not eligible.
- Projects that have won in previous two years are not eligible.

City Beautification Award Entry Form

Nominee: _____

Business Address: _____

Email: _____

Office Phone: _____ Cell _____

Description/Reason for the nomination:

Beautification Award Categories

_____The Business has made Substantial improvements to the exterior of their buildings and/or landscape in the last year.

_____The Business has consistently maintained their properties in an attractive and well-kept manner.

Permission:

I hereby allow the above property to be nominated for the Beautification Awards Program. I have no objection to judging or publication of the material submitted. I give permission to the Beautification Committee and City Staff to visit the property and take photographs if necessary. I will allow my property to be shown in city promotional materials.

Owners Name: _____

Owners Signature: _____

Phone: _____

Email: _____

Date: _____

Judging Rubric

Award recognizes commercial properties that contribute to the beautification of the city through landscaping and architecture

Judging is limited to the property visible from the public right of way

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_____ Category

Scoring Rubric	0	1	2	3	Total
Criteria	Does not meet the criteria	Unknown/ Neutral	Meets the criteria	Exceeds the criteria	
The business visually enhances the surrounding neighborhood?					
The business made substantial improvements to the exterior of their building?					
The property is well maintained?					
The property incorporates a visually pleasing color scheme?					
The property incorporates creativity and design?					
The business submitted photos with their application?					
The business made substantial improvements to their landscaping? (only answer for criteria #1)					
The business consistently maintained their property in an attractive and well-kept manner? (only answer for criteria #2)					
				Grand Total	

City Beautification Award Policy History

Adopted by:	On (date)	Item #
EDA	12/19/2016	6.2
EDA	4/17/2017	