



5th Annual Star Awards

Entry and Nomination Details

Please review this information thoroughly to ensure your entry or nomination is eligible and meets the requirements.

Eligibility

To be eligible, the campaign, project and/or leasing effort(s) must have taken place from November 2016 to October 2017. The work must have occurred during this time, but it's not necessary for it to be fully completed during the eligibility period. Any size and type of retail center can be nominated.

How to Submit an Entry

Please submit the fully completed entry along with a detailed entry summary and supporting documents to communications@rmsca.net no later than **October 31, 2017**.

Judging

Entries will be judged with winners announced at the 5th Annual Star Awards Banquet on Thursday, November 9, 2017 in the Curtis Ballroom.

How to nominate an Extraordinary Service Provider and/or Retail Property Management Team Member of the Year:

Please complete the attached nomination form and submit to communications@rmsca.net no later than **October 31, 2017**.

Resources

For additional help or questions, contact the nominations committee at communications@rmsca.net

Entry Requirements

When preparing your entry(s), please provide the following elements – when applicable, as we understand not all entry categories may be able to provide every item:

- Situation
 - o Provide detail as to your property, what the current situation was/is, and why you chose to implement the program, campaign, enhancement, or leasing effort.

- Objectives, Strategies and Execution
 - o List the objectives set to achieve the desired goals and results.
 - o Discuss unique challenges or opportunities that influence your objectives and strategies.
 - o Give a detailed description as to what was performed and/or completed based on the situation at your property.

- Accomplishments & Results
 - o Results should be specific, quantitative, and show documented facts resulting from the implementation.
 - o Examples can include sales; traffic counts; monies raised; return on investment (ROI) data; budget savings; energy savings; testimonials from merchants, partnering organizations, guests, etc.
 - o If more than one digital tool was used break out the results for each - i.e., Facebook fans grew from X to Y.
 - o Note sales gains as a percentage and define as either comparable sales or total sales.

- Budget
 - o Please provide a detailed list of all dollars spent to implement the program, campaign or plan. Examples of program expenses - labor, supplies, production, services and incidentals, creative/agency retainer fees, etc.
 - o Please show total program expense as a percent of the total annual operating or marketing budget.

We understand that not all corporate offices will allow budget numbers to be shared. If this is the case, please note in the budget section.

- Supporting Documentation and Materials
 - o Be sure to provide documentation that shows how objectives and goals were achieved. These items can include photos, videos, advertising collateral pieces, screen shots of website and/or digital media posts, etc.

Category Descriptions

Marketing Campaign

Recognize campaigns that exemplify best practices and effectively advertise a shopping center to its target market. We encourage you to share all elements within the single advertising campaign, including but not limited to brochures, signs, barricade graphics, direct mail, etc.

Social Media Campaign

Reward best practices in social media by utilizing single or multiple platforms that capitalize on speaking to shopper base. Entries can include but are not limited to Facebook, Twitter, Instagram, geo-targeting campaigns, etc.

Public Relations/Community Outreach Involvement

Acknowledge a public relations program or initiative intended to primarily benefit the shopping center or company. Efforts should enrich or entertain the community through local, grassroots programs. Examples are: toy drives, fundraising benefits, concerts, charitable partnerships, etc.

Sustainable Enhancements

The last few decades have seen the green/LEED construction market evolve from a niche sector to a key contributor to the building asset industry. This award showcases the individuals or firms in retail that have implemented ideas to improve their working and retail shopping environment. Examples are: irrigation, lighting, drainage, roofing recycling, bathroom components, heating and air conditioning, etc.

Value Enhancements through Renovation/Remodel or New Construction

Showcase a project that added value to the center. Examples are: interior or exterior design changes, capital improvements, landscape, curb appeal, and other enhancements intended to increase center traffic, or occupancy, and/or to improve center aesthetics.

Innovative Leasing Concepts

Feature a lease(s) that shows innovative problem solving. Examples are: innovative repurposing of a vacant big box, intentional repositioning of an entire center, capitalizing on extraordinary limitations of physical space, implementing unique and creative lease terms to create value for the center and tenant(s).

Extraordinary Service Provider

Nominate a vendor/service provider that demonstrates superior levels of customer satisfaction, sales and service, customer follow-up, and business management. This vendor has developed positive client experiences and has shown to achieve a total commitment to excellence. Examples of service can be a single unique project/event or has provided extraordinary service over a sustained period of time.

Retail Property Management Team Member of the Year

Here's your opportunity to recognize a retail management team member who achieves a high level of performance within their organization. Team members to recognize include those who excel beyond their normal duties and display excellence in their specified department, including but not limited to building maintenance, marketing, leasing, management, customer service, etc.

We look forward to seeing you at the 5th Annual Star Awards. For more details and to purchase tickets visit www.RMSCA.net.





THE 5th ANNUAL RMSCA STAR AWARDS!

Entry Nominations Form.

Please select the entry category:

Marketing Campaign:

Social Media Campaign:

Public Relations/Community Outreach Involvement:

Sustainable Enhancements:

Value Enhancements:

Innovative Leasing Concepts:

Extraordinary Service Provider:

Retail Property Management Team Member of the Year:

Candidate Contact information

Name (Company, Retail Center)

Entry

Address

City

Zip

Phone

Email

Provide a narrative of why they are being nominated

Contact information of the person submitting this form.

Name:

Phone:

Email:

** Please send this completed form to communications@rmsca.net*

***Don't forget to attach Supporting documentation and materials*