



SIXTEENTH ANNUAL

AWARDS OF EXCELLENCE



NAIOP DC | MD CHAPTER

CALL FOR ENTRIES

NAIOP DC|MD is proud to announce our 16th Annual Awards of Excellence honoring outstanding achievement in real estate. The Awards Gala will be held on Wednesday, October 3, 2018 at The Fairmont Hotel located at 2401 M Street, NW, Washington, DC.

ENTRY GUIDELINES

ELIGIBILITY

- Awards are presented to the best new projects in the District of Columbia and Montgomery, Prince Georges, and Frederick counties in Maryland. All submissions should describe the project in its context to the site and specify design challenges and solutions that qualify the project as the best in its category. Judges will take into account, where applicable, innovative design and construction techniques, use of building materials, program functional requirements, security, treatment of service and loading areas, and sustainable site design and landscape.
- Projects must have been completed between July 1, 2016 and June 30, 2018.
- Any NAIOP DC|MD member (developer, architect, broker, general contractor, engineer, project management firm etc.) may initiate an entry. Entering teams must include at least one firm with at least one current NAIOP DC|MD member.

- Teams may decide to submit a joint entry. However, only one award trophy will be given. Details for purchasing additional award trophies will be emailed following the Gala.

DEADLINE

- All award entries must be received via the submission website by 5:00pm on Friday, August 17, 2018.

PLEASE NOTE

- Accuracy is important; please ensure all information is correct. Judging will be adversely influenced for failure to adhere to entry instructions. Completeness is essential. Originality and neatness count.
- Photographs included with each submission are of paramount importance in the judging process. Judges do not visit the subject entries, therefore the quality and file resolution of each image is essential.

AWARD CATEGORIES

BEST OF THE BEST

Introduced in 2017, NAIOP DC|MD is pleased to honor the "Best of the Best" in real estate professionalism and design achievement in architecture and interior design. No submission is required, as the honorees will be chosen by NAIOP Leadership and the design judges. A "Best of the Best Building" honoree will be selected from all of the building category winners, a "Best of the Best Interiors" honoree will be selected from the winners of the interiors category, as well as any interiors project winning in the renovation or sustainability categories, and a "Best of the Best Transaction" will be selected. Also honored for their extraordinary achievement are our members and member firm of the year.

- Best of the Best Building
- Best of the Best Interiors
- Best of the Best Transaction
- REEL Member of the Year
- Firm of the Year
- Member of the Year

BEST URBAN OFFICE

Awards will be presented to the best new urban office buildings located in D.C. and Core Business Districts in Maryland such as Silver Spring, Bethesda, Chevy Chase, Rockville, Bowie, and Frederick.

DC Urban Office

- Up to 150,000 SF
- Over 150,000 SF

MD Urban Business District Office

- Up to 150,000 SF
- Over 150,000 SF

BEST SUBURBAN OFFICE OR INDUSTRIAL/FLEX

Awards will be presented to the best new office buildings located outside of the urban business districts, but still within Prince Georges, Montgomery or Frederick Counties.

- Single story
- 2 or more stories

BEST MULTI-FAMILY PROJECT

Awards will be presented to the best new multi-family projects located in:

- Washington, DC
- Montgomery, Prince Georges or Frederick Counties

BEST RETAIL PROJECT

Awards will be presented to projects that best present retail identity to the street, create a vibrant shopping, dining or entertainment environment, and incorporate the space into the base building.

BEST HOSPITALITY PROJECT

An award will be presented to the best full service, select service or boutique service hospitality project.

BEST INTERIORS

Awards will be presented for innovation in interior tenant programming and implementation of design in non-retail space. *Entries must include an interior floor plan and do not require a site plan, unless it influenced the objectives of the development.*

- Up to 10,000 SF
- 10,001 – 25,000 SF
- 25,001 - 75,000 SF
- Over 75,000 SF

BEST REAL ESTATE TRANSACTION

An award will be presented for a transaction based on the significance of the size, risk or difficulty of the deal. Please include any additional information such as: uniqueness of the deal, impact on local or regional areas, or other information that makes this deal significant.

Sale or Re-capitalization

- \$0 - 25 million
- Over \$25 million

Tenant Lease

- 0 - 25,000 SF
- Over 25,000 SF

NEW!

BEST AMENITY SPACE

An award will be presented to the project that exemplifies the most innovative program and design for the provision of building public common space and/or spaces for occupants and guests. These areas can be provided within any use and may be indoor or outdoor environments. Examples include, but are not limited to, rooftop terraces, club and/or business conference areas, patios and pool decks, fitness areas, public lobbies and building core facilities.

BEST MASTER PLAN / MIXED USE PROJECT

An award will be presented to the master plan and/or project that best promotes the mixed use formula, incorporating at least three uses in the project, i.e., office, residential, retail, institutional, hospitality. One or more phases of the project must be completed by June 30th, 2017.

BEST INSTITUTIONAL FACILITY

An award will be presented to the project that was designed for a non-profit, public, or quasi-public entity such as: Associations, Federal, State or Local Governments, Biotech/Science, Healthcare, Educational or Religious organizations or Civic/Cultural Institutions.

BEST RENOVATIONS

Awards will be presented to projects for re-development of the building program and implementation of design and construction creativity in the renovation of the following uses: office, residential, retail, institutional, hospitality. Entries must include up to 4 additional "before" photographs in addition to the required images.

- Historic Restoration
- Renovation/Adaptive Re-use

BEST SUSTAINABLE PROJECT

An award will be presented to the project (master plan, building, renovation/retro-fit, tenant improvement) that exemplifies environmentally responsible design and innovative building strategies. Entries may highlight the use of cutting edge energy efficiency solutions, sustainable materials, renewable energy sources, water conservation strategies, features that promote occupant health and wellness, or overall environmental impact. Projects are not required to have pursued green building certifications. Performance data or predictive models and/or certification checklists may be submitted in support of the entry.

BEST CORPORATE RESPONSIBILITY PROGRAM

An award will be presented to the organization that demonstrates a strong commitment to responsible business practices. Entries should include programs and solutions that contribute to environmental responsibility, social impact, and economic success. Programs may include green leasing, waste management, corporate citizenship, employee training, tenant engagement, and commitments to diversity and equality. Performance data, links to on-line content or formal reports may be submitted in support of the entry.

BEST MARKETING PROGRAM

An award will be presented for the most creative marketing program, promotion of a specific building, or firm marketing campaign. Submissions should address the challenges of marketing the program, project, or firm and include how social media, blogs, public relations, engaging events, etc. were used to display expertise, attract interest and display uniqueness. Identify the specific target markets and the success/results of the marketing campaign. All items that were part of the campaign should be included with your submission, e.g., brochures, direct mailers, promotional items, etc. Best Marketing Program entries do not require a site plan, unless it influenced the objectives of the marketing campaign.

ENTRY INSTRUCTIONS

Each project / transaction award submission must be submitted independently using a unique entry. A project submitted in multiple categories requires a separate entry package and entry fee for each category.

Following confirmation of your registration payment (credit card / check) you will receive a confirmation email containing the entry submission link and a prompt to set up a personalized log-in and password for the system.

All entries submitted via the [NAIOP DC | MD website](#) must contain the following:

1. PDF SUBMISSION PACKAGE

Brevity and clarity are encouraged. Entries are judged solely on the merits of the project, absent of any influence of a team's identity. No entrant name or team member name(s) may appear anywhere on the submission package including plans, photographs, digital files or narratives.

- A 8.5"x11" vertical format PDF file using this naming structure: "Category_Project-Name"
- A cover page with the name of the project and the Category submitted.
- A bullet point executive summary (up to 10 points) of the objective(s) defining the challenges that influenced your development's design (program, site, development/ construction budget, facility, function, aesthetics, etc.) and were successfully achieved by the subject entry (1 page max; minimum of 11 pt font).
- A narrative description describing the subject entry that expands on key objectives of the executive summary. The narrative should describe the objectives and how they were successfully implemented and accomplished (1 page max; minimum of 11 pt font).
- Graphics such as a site drawing, photo or master plan describing the subject project relative to adjacent roads, buildings, and/or neighborhoods should be included to support your objectives. Please include one image per

page with a brief description of what the image shows (15 words max).

- Please submit two (2) interior or exterior photos that best explain the development objectives and four (4) additional images that best support the overall implementation of the development objectives.
- Best Renovation entries must include up to four (4) "before" photographs in addition to the above.
- Best Interiors entries must include an interior floor plan, but do not require a site plan, unless it influenced the objectives of the development.
- Best Marketing Program entries do not require a site plan, unless it influenced the objectives of the marketing campaign.

2. INDIVIDUAL UPLOADS OF EACH JPG

In addition to including your images in the PDF Submission Package for the judges' review, we ask that you also upload each image individually in JPG format (150 dpi) with no captions. These images may be used throughout the Gala presentation. Please label the files using this naming structure: "Category_Project-Name_1", "Category_ Project-Name_2", "Category_Project-Name_3", and so on.

HELPFUL HINTS FOR A WINNING ENTRY

ELECTRONIC SUBMISSION PROCESS

- All submissions will be submitted electronically. There are no hard copy submissions due. Be sure to thoroughly review the awards categories and entry requirements as there are new categories and updates this year.

PLANNING YOUR SUBMISSION

- Be sure to notify ALL project team members of your intent to enter. The judges will evaluate only one submission per entry. Following August 17, firms who entered the same project in the same category will NOT be given the opportunity to combine entries into a new, single submission. If two entries are received for the same project, the project team must select a single submission to go forward to the judging.
- We strongly encourage you to enlist support and feedback from other project team members (architect, owner, general contractor, consultants, etc.). They may offer another perspective that adds to the quality of the entry.

EXECUTIVE SUMMARY & NARRATIVE CONTENT

- The executive summary and narrative should not be the same. The purpose of the executive summary is to provide an overview of the

“winning” features of the project with short descriptive bullets, while the narrative provides the detailed description. Judges have limited time for review, so be succinct and descriptive.

- In addition to the physical characteristics of the project, include project challenges (budget constraints, schedule, environmental issues, etc.) where appropriate. Overcoming challenges is considered in the selection of a winning project.

PHOTOGRAPHY

- Our judges do NOT visit the submitted projects and, in many cases, a judge may be unfamiliar with the local real estate market. Therefore quality, illustrative photographs are key! Photographs will be reviewed by the judges and may be included during the Gala presentation.
- The photographs should support the executive summary and narrative in telling the story of the project. For example, if a key component of your entry is an exceptional lobby, be sure to include lobby photographs and include a detailed description of the feature in the caption.
- In the renovation categories, “before” and “after” photographs are extremely helpful. If “before” photographs do not exist, a brief description of the original condition of the project should be included.

MARKETING OPPORTUNITY

Award entries may be displayed at the Awards of Excellence Gala on foam boards. The boards must be matte black and no larger than 40" x 40". Boards should be delivered ON October 3rd by 3:00pm to:

Robert Mikolitch | Director of Catering & Events

Fairmont Washington, DC, Georgetown | 2401 M Street NW, Washington, DC

PLEASE NOTE:

All boards delivered must be clearly marked to Robert's attention AND include the name of the event (NAIOP Awards) AND the date (10/3/18). NAIOP assumes no responsibility for marketing boards. All boards should be retrieved from the hotel at the conclusion of the Awards Gala. The hotel cannot store boards overnight.

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SPONSORSHIP OPPORTUNITIES REMAINING

All sponsoring firms will have their logo included on the NAIOP DC|MD website as well as on all promotional materials shared prior to and displayed at the Gala. Additional branding opportunities such as signage, cups, cocktail napkins, tags, etc are at the discretion of the sponsor and not included in the sponsorship costs. Additional branding is subject to approval.

Contact Sally Modjeska to secure your sponsorship!

smodjeska@naiopdcmd.org | 301.530.8662

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