CALL FOR ENTRIES

NAIOP DC|MD is proud to announce our 18th Annual Awards of Excellence honoring outstanding achievement in real estate. The Awards Gala is scheduled for Thursday, October 1, 2020, however we are preparing for the possibility of a re-imagined virtual celebration. Stay tuned for details.

ENTRY GUIDELINES

ELIGIBILITY
Awards are presented to the best new projects in the District of Columbia and Montgomery, Prince George’s, 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, entitlement process, use of building materials, program functional requirements, security, treatment of service and loading areas, sustainable site design and landscaping.

Eligible projects must have been completed between July 1, 2018 and June 30, 2020.

Entering teams must include at least one firm with at least one current NAIOP DC|MD member. For example: developer, architect, broker, general contractor, engineer, project management firm, etc.

Teams may submit a joint entry. However, only one trophy will be awarded. Details for purchasing additional trophies will be provided following the announcement of this year’s winners.

DEADLINE
All award entries must be received via the submission website by 5:00pm on Friday, August 14, 2020.

PLEASE NOTE
Accuracy is important; please ensure all information is correct. Judging will be adversely influenced for failure to adhere to entry instructions. Originality, complete descriptions and neatness matter.

Photographs included with each submission are of paramount importance in the judging process. Judges do not visit the subject entries, therefore the quality of each image and relevance to the objectives, challenges and solutions described in the entry is extremely important.
AWARD CATEGORIES

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, or 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 George’s, 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 George’s 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 overall project.

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

BEST INSTITUTIONAL FACILITY
An award will be presented to the project 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 INTERIORS
Awards will be presented for innovation in interior tenant programming and implementation of design in non-retail space.

Please note: In addition to required photos, entries must include an image of an illustrative or rendered interior floor plan. Entries 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 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

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, lounges, conference areas, patios and pool decks, fitness areas, public lobbies and building core facilities.
**AWARD CATEGORIES**

**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, 2020. Up to 10 photos are permitted in this category. Be sure to include one image of the master plan.

**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, video, 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. Best Marketing Program entries do not require anonymity and hard copies of all items that were part of the campaign should be mailed to NAIOP DC|MD as part of your submission, e.g., brochures, direct mailers, promotional items, etc. All items must be received no later than August 21, 2020 (one week following the award submission deadline). This year we are pleased to announce that promotional videos will also be accepted as part of the entry submission. Please see the Entry Instructions for further details.

**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 should include up to 4 additional “before” photographs for a total of 10 images.
- Historic Restoration / Preservation
- Building 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, 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 OF THE BEST**
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 additional submission is required. Honorees will be chosen by NAIOP Leadership and the award 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. NAIOP DC|MD members and member organizations will also be honored for their extraordinary achievements.

- 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
ENTRY INSTRUCTIONS

Each 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 registration, 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 components:

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” PDF file using this naming structure: “Category_Project_Name”

- A cover page with the name of the project and the category submitted.

- A bulleted executive summary (up to 10 bullet points) of the objectives, challenges, and solutions defining your project’s development including: program, site, development/construction budget, facility, and function. (One 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. (One 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, for a total of six (6) images.

- Best Renovation entries should include up to four (4) “before” photographs, for a total of ten (10) images.

- Best Interiors entries must include an illustrative or rendered interior floor plan (in addition to required photos), but do not require a site plan, unless it influenced the objectives of the development.

- Best Marketing Program entries do not require anonymity and hard copies of all items that were part of the campaign should be mailed to NAIOP DC|MD, to be received no later than August 21, 2020. Also, a site plan is not required, unless it influenced the objectives of the marketing campaign.
HELPFUL HINTS FOR A WINNING ENTRY

2. INDIVIDUAL JPG UPLOADS
In addition to the PDF submission package, all images must be uploaded individually in JPG format 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.

3. VIDEO UPLOADS (Best Marketing Program only)
New this year, we will now accept one promotional video to be uploaded as part of your entry submission. Acceptable formats are mp3, mp4, avi, and wmv files. Maximum file size is limited to 250MB.

ELECTRONIC SUBMISSION PROCESS
All entries will be submitted electronically. No hard copy submissions are required. However, for the “Best Marketing Program” category, hard copies of all items that were part of the marketing campaign should be mailed to NAIOP DC|MD as part of your submission, e.g., brochures, direct mailers, promotional items, etc. Items must be received no later than August 21 (one week following the award submission deadline). Be sure to thoroughly review all of the awards categories and entry requirements.

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 14, 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, entitlement process, 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.