

CITY LOGO

Keep La Porte Beautiful – Business of the Month Award Policy

WHAT IS THE CITY BEAUTIFICATION AWARD?

The City of La Porte – Keep La Porte Beautiful Award recognizes businesses who have made recent efforts to clean, repair, improve, and enhance the overall aesthetics of their building(s), property, and/or space, thereby maintaining the beauty of their neighborhood and surroundings. It is presented to encourage community improvements, therefore enhancing our city's image and economic vitality.

The award will occur quarterly. The Main Street and Enhancement Grant subcommittee will meet quarterly to determine the recipient for that quarter. Each committee member will tour the area on their own and submit their recommendation to be voted on by the entire committee. (see attached recommendation form)

WHAT DOES THE COMMITTEE LOOK FOR?

The Committee seeks to recognize commercial/industrial site improvements, commercial/industrial upgrades, landscapes, exterior renovations, restorations, and new structures that are architecturally noteworthy and well maintained.

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, exterior spaces, and landscaping are important elements for consideration,

Award will be evaluated on the overall visual appearance.

ELIGIBILITY

The business must be an operational business located within the Main Street District/City of La Porte.

Public projects are not eligible.

For new construction or renovations, a certificate of occupancy must have been issued.

Previous recipients of the Beautification Award are ineligible to receive the award in the succeeding two years at the same location.

JUDGING RUBRIC

This award recognizes businesses whose building(s), property and/or spaces that contribute to the beautification of the city through landscaping and architecture.

Each committee member will visit the Main area and complete this form by mid month prior to the next quarter. Forms will be returned to Committee Co-Chairs. The business that receives the highest score will be the winner for that quarter,

Each business need to score a minimum of 10 points to be eligible to win.

Scoring Rubric	0	1	2	3	Total
	Does not meet Criteria	Neutral	Meets the Criteria	Exceeds the Criteria	
The business building(s) property/space visually enhances the surrounding neighborhood					
The business building(s)/property/space is well maintained					
The business building(s)/property/space incorporates a visually pleasing color scheme					
The business building(s)/property/space incorporates creativity and design.					
The business made substantial improvements to their building(s)/property/space					
				Grand Total	

Submitted by:

Date:

