



## **La Porte Beautiful Business Award**

**Purpose/Mission:** To promote a clean and vibrant City through litter cleanups and beautification.

**Overview:** Four times a year, the City of La Porte will work in cooperation with volunteer judges to award the La Porte Beautiful Business Award to a business on in the Main Street District who has done an exemplary job keeping their property clean, maintaining building exterior standards i.e. signage, paint, clean windows, etc. and has enhanced the area with beautification efforts.

### **Qualification:**

- Businesses zoned as Main Street District in the City's Code of Ordinances will qualify to participate.
- Business must be in good standing with all City codes and ordinances.
- A business is eligible to win semi-annually.

### **Judging:**

- Time commitment 1-2 hours quarterly
- Commit to 4 months of judging.
- Judges will review businesses the second to last week of the month, prior to the First Friday event.

### **Scoring:**

- Judges will rate each business on a scale of 1-3 for each category.
- The final score will be calculated with the average score from all judges.
- Score sheets from each judge will be turned in to City of La Porte staff to calculate the final score.
- Merit points may be added to a businesses score in future years based on upkeep from the previous year.

**Recognition:** Provided the Wednesday of the last week of the month

- Traveling La Porte Beautiful Business Award
- Window cling for storefront
- Yard sign for storefront
- Social media post on City of La Porte and Visit La Porte TX social media platforms
- Picture in the La Porte Quarterly newsletter
- Bragging rights

<b>Judge:</b>	
<b>Business Name:</b>	
<b>Address:</b>	
<b>Building Standards, Front and Back</b>	<b>Points (Scale 1-3)</b>
Building and parking lot (if applicable) free of litter	
Signage in good condition	
Windows clean/no broken windows	
Dumpsters and trash areas are clean and tidy	
Paint on building/murals are well maintained and not chipped/graffitied	
Old, unused items are not stored behind the store i.e. equipment, furniture, or supplies	
Landscaping: upkeep of greenery, grass (if applicable), trees, shrubs/flowers along with benches or any seating	
Lighting/fixtures in good condition and cleared of debris	
3 bonus points for any business that has decorated their storefront for the upcoming holiday and/or City event	
<b>Total</b>	

Grading scale:

- 1: Needs immediate attention and support
- 2: Needs minimal improvements
- 3: Needs no improvements, perfect!