



AWARDS FOR
EXCELLENCE

APPLICATION DOS AND DON'TS

What makes a successful ULI Columbus Awards for Excellence application? Here are guidelines for completing a successful awards application.

Read the entry form carefully, paying close attention to the criteria.

The project must be substantially completed and financially viable or, in the case of public and special projects/ programs, must make a significant contribution toward the betterment of the community. The project also must demonstrate excellence in land planning, design, and/or amenities that sets a high standard within the community and the industry.

Decide who will give focused attention to completing the submission.

You may wish to reassemble the team that developed the project so that team members can help draft responses to questions regarding the application. However, the application will be most effective if one person coordinates and processes all information.

Make certain that your photographs truly represent the quality of your project.

Submit images that convey special characteristics of your project, and make sure they are very clear in showing exteriors, interiors, and landscaping. Images of interiors should highlight the unique features of the project. When relevant, include design plans of the project (e.g., parks, plazas, etc.).

Review the success factors of your development and explain and document them carefully.

Describe target markets, using examples and hard numbers. Focus on communicating how the project demonstrates excellence and why it is worthy of special consideration. Clear, factual information is important.

Other important considerations:

- After you have completed the application, let your public relations advisers review it for language, illustrations, and effective communication of your project.
- Remember that ULI awards jurors will favor an entry that is persuasive and to the point.
- Note that ULI Columbus may request additional information about the project after your application has been submitted.
- Remember to number—and assign photo credits to—all images. Provide a contact sheet with the captions and credits.
- Make sure that you have the rights to use images included with your application, and that you can provide ULI the rights to use them. Selected projects are featured prominently in ULI Columbus communication channels using these materials. Occasionally, projects not selected for the awards are offered the opportunity to be featured in related ULI materials.