



ICSC CANADIAN  
SHOPPING CENTRE AWARDS

# CANADA PROUD

September 21, 2016

**2016 CALL FOR ENTRIES**



*Exploring new retail frontiers.*



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# AN ANNOUNCEMENT FROM THE 2016 CANADIAN SHOPPING CENTRE AWARDS CHAIRS

## There's gold in this year's ICSC Shopping Centre Award entries!

Retail Explorers, Pioneers and Prospectors — you pushed the boundaries, opened new frontiers and dug deep to discover pure retail gold! Yes, you conquered the challenges of each new territory with true Canadian ingenuity and resourcefulness (with the help of countless double-doubles!) and now it's time to stand proud and be recognized for your outstanding accomplishments in Marketing, Development and Design and Retail Store Design.

To submit your award entry, log on to [icsc.org/canadianawards](http://icsc.org/canadianawards) and follow the simple instructions to complete your submission.

The deadline for entries is Monday, June 13, 2016 at midnight EST. Full details and guidelines are available on the website. If additional help is needed, please email [awards@icsc.org](mailto:awards@icsc.org) or call 646-782-3462.

We look forward to seeing all of you at this year's Canadian Shopping Centre Awards Gala, which will be held at the Toronto Metro Convention Centre on Wednesday, September 21, 2016.

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### **Corey Quintaine, Chair**

Primaris Management Inc.  
Marketing Manager, CMD  
Kildonan Place and Grant Park Shopping Centre

### **Angela Woronka, Co-Chair**

Ivanhoe Cambridge  
Assistant Marketing Director, CMD  
Southgate Centre

## 2016 ICSC CANADIAN SHOPPING CENTRE AWARDS COMMITTEE

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Primaris Management Inc.  
Marketing Manager, CMD  
Kildonan Place & Grant Park Shopping Centre

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Limited Partnership  
Regional Director, CMD  
Marketing Retail Services

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Property Manager, CMD  
Canada One Brand Name Outlets

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Ivanhoe Cambridge  
Assistant Marketing Director, CMD  
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Specialty Leasing Manager  
Stone Road Mall

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Marketing Director | Erin Mills Town Centre

### **Kristy Lowes**

Morguard  
Marketing Director | Uptown

### **Cliff Stoakley**

Oxford Properties Group  
Marketing Director, CMD  
Southcentre Mall

### **Cheryl Cardon**

circus strategic communications inc.  
President

### **Karen Niforos**

20 VIC  
Marketing Director | Devonshire Mall

### **Nola Dunn**

Ivanhoe Cambridge  
Marketing Director, CMD  
Woodgrove Centre & Mayfair Shopping Centre

### **CarolAnn Organ**

CAO Productions Inc.  
Owner



# ELIGIBILITY AND ENTRY REQUIREMENTS

The ICSC Canadian Shopping Centre Awards are designed to honour our industry's brightest and best. The Awards bring information and insight to the entire industry on what it takes to attain high levels of achievement. Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

## WHO SHOULD ENTER

The ICSC Canadian Shopping Centre Awards program is, first and foremost, a recognition program for shopping centres and shopping centre companies. Although we welcome the work of advertising agencies, consulting firms and other support companies, all Marketing Category entries must be implemented and entered by a recognized shopping centre and/or shopping centre owner, developer and/or management company. The Renovations and Expansions and New Development Categories are open to developer members or their architects. In the Retail Store Design Category, entries can be submitted by retailers, architects or design companies.

## HOW TO SUBMIT

All entries in the 2016 Canadian Shopping Centre Awards Competition must be submitted online at [icsc.org/canadianawards](http://icsc.org/canadianawards). Each entry must include a fully completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated.

## ACCEPTABLE LANGUAGE AND CURRENCY

All responses to the questionnaire must be written in English. All reference to costs must be in Canadian dollars.

## MULTIPLE ENTRIES

In the Marketing Category, you may segment an overall marketing campaign and enter it into multiple categories, providing you write each entry for that specific category. For example, if you enter your holiday marketing program into the Advertising, Event or Sales Promotion, and Social Media categories, each entry must be written for that category and include only the components that relate to that category. It is not permitted to develop one general entry and submit it multiple times into different categories. Such duplications will be disqualified. To help you in submitting elements of an entry in other categories, the online process allows you to "copy" all material into a new entry. It is your responsibility to edit such work accordingly.

## PREVIOUS SUBMISSIONS

Work that is a continuation of a marketing program that has previously won an award in the Marketing Category can be entered only if it is substantially different from the previous winning entry. You are responsible for demonstrating the difference between this year's entry and the one previously honoured. Without clear and sufficient documentation, your entry risks disqualification.

In the Renovation, Innovation and Retail Store Design Categories, projects may only be submitted once; you may not resubmit a project that was entered in this program in the past, unless substantial changes to the project were made since your last submission.

## DEADLINE

All entries must be submitted for judging by Monday, June 13, 2016 at midnight EST.

## ENTRY FEES

\$425 Fee CDN for members and \$525 Fee CDN for non-members. Payment for entries must be received by Monday, June 13, 2016 at midnight EST. Your entry will not be accepted for judging if payment is not received by Monday, June 13, 2016 at midnight EST. All payments are by credit card only.

## ELIGIBILITY

For entries in the Marketing Categories: The majority of the marketing programs must have been implemented between January 1, 2015 and May 31, 2016. If your marketing program is ongoing, extending beyond the eligibility period, you may only include the elements actually used during the eligibility period. Elements from an entry that have previously won an award are not eligible. All ineligible materials will be deleted from the entry and not considered by the judges.

For entries in Development and Design and Retail Store Design Categories: Retail projects and retail stores opened or re-opened between January 2, 2015 and May 31, 2016.

## RULINGS

The ICSC Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final.

## RESOURCES

Do you need additional help or have more questions? You may contact us at 646-728-3462 or e-mail us at [awards@icsc.org](mailto:awards@icsc.org)

## CANADIAN SHOPPING CENTRE AWARDS PRESENTATION

**Wednesday, September 21, 2016**

Metro Toronto Convention Centre Toronto, ON





# JUDGING AND SCORING PROCEDURE

The ICSC Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final.

The ICSC Awards Committee and ICSC officials will review all entries to confirm eligibility to ensure they meet a minimum standard for judging. Entries that differ substantially from the entry guidelines detailed herein will be disqualified without prior notice to the entrants. The Canadian Shopping Centre Awards judging is a three- step process involving panels of both External Judges and Internal Judges (shopping centre industry professionals). Judges will review eligible submissions and score them confidentially. Judges will not review entries from their own companies or any entry that might constitute a conflict of interest. ICSC officials manage and monitor the entire judging process.

All entries which have been judged and meet the eligibility requirements are designated as finalists. ICSC announces the finalists within 30 days of the judging. ICSC seeks to honour entrants in every category and classification but, remember the Canadian Shopping Centre Awards program is designed to recognize the highest level of excellence, therefore entries must achieve a minimum number of points to be considered for an award. Judges review each entry according to specific criteria and award points accordingly. Each entry can earn a maximum cumulative score of 50 points. The high score and low score are factored out and the remaining scores are averaged. An average score of 40 or more is required for a Maple Leaf Gold Award and an average score of 35 or more is required for a Maple Leaf Silver Award.

## SCORING PROCEDURE

Total possible score in all Categories is 50 points.

### MAPLE LEAF GOLD AWARD

An average of 40 or more points is required for a Maple Leaf Gold Award. Up to one gold award will be awarded per category. In the case of a tie, all entries with the same score will be awarded gold.

### MAPLE LEAF SILVER AWARD

Entries with scores of more than 35 points but less than 40 points will receive the Maple Leaf Silver Award. Up to two silver awards will be awarded per category. In the case of a tie, all entries with the same score will be awarded silver.



# HOW TO ENTER

Your entry must be submitted online according to a specific format, as outlined herein. Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

## FILE UPLOADS

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable in the format defined by ICSC or downloadable after the upload is complete. Files featuring videos, video links and any YouTube will not be accepted.

Submitting an entry is simple and convenient, as the ICSC Canadian Shopping Centre Awards Website allows the option to set up an account and manage all the entries you will be submitting.

Register for a User Name and Password. You only need to register once and will use your User Name and Password to log on in the future.

## THE MAIN MENU

After registering or logging on, the Main Menu will appear with the following navigational selections:

### ENTRANT

This entrant form needs only to be completed once. The person listed under Contact Information must be the person representing the award and will be the person contacted should the entry be chosen as a finalist.

### ADD AN ENTRY

This form allows you to add a new entry. Once an entry is added, you will be able to view and edit it at any time when logging on. Select the appropriate Category and Classification and enter the Entry Title. Click Add Entry and the page will reload, listing the new entry. You may then choose to enter additional entries or pay for your entry and proceed with completing it. Payment is by credit card only.

*NOTE: You do not have to pay before you start. Payment must be received by June 13, 2016. Entries will not be accepted for judging if payment is not received.*

## VIEW/EDIT ENTRIES

When you click on this step, a list of all your entries will appear. Click on the one you wish to view or edit.

## PAY NOW

Each entry must be accompanied by a payment of the fees.

\$425 CDN members and \$525 CDN non-members. All payments by credit card only.

*NOTE: Payment must be received for all entries by June 13, 2016. Your entry will not be accepted for judging if payment is not received by June 13, 2016.*

## SUBMIT FOR JUDGING

Deadline: June 13, 2016 at midnight EST.

Owner/Management Company Authorization:

All entries must have the electronic authorization of the owner or management company to authorize the submission of the entry and agree to abide by all rules of the ICSC Canadian Shopping Centre Awards Program. Additionally, as duly authorized, the authorized individual certifies that there are no persons or organizations responsible for creating or collaborating on the entry project other than those listed in the professional recognition section of this form and grants ICSC rights to publish any information contained in the entry in any form including but not limited to news releases, advertising, books, periodicals, galleries and other publications. An e-mail confirmation will be sent to the Entrant and Owner Representative or Managing Agent to confirm this authorization.

## PRINT ENTRY FORMS

You can print any page of your entry prior to submitting for judging and will be able to print your entire submission at the time you submit your entry for judging. You can also save copies of the material you uploaded. Keeping a copy of your entry is only for your purposes, such as for later reference or for sharing with colleagues.





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Category ONE

# MARKETING

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*2016 Entry Guidelines*

# AWARD CLASSIFICATIONS – MARKETING

## CAUSE RELATED MARKETING

A single or ongoing event, program or project that involved the cooperative efforts of a shopping centre or company and a charitable or community need, interest or cause. The shopping centre or company's goals should reflect an altruistic intent shown to meet a business need. Submissions within this category may include traditional marketing tactics and digital elements.

## ADVERTISING

Strategic communications that advertise a shopping centre or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign. Most components of this category should feature or focus on traditional advertising methods; otherwise, refer to the Emerging Technology and/or Digital Campaigns categories. You may also enter the advertising component(s) of a sales promotion or event, grand opening, revenue impact or community relations program. This category can showcase innovative strategies that provide in-kind contributions to the marketing budget or that demonstrate effective media planning and buying that augment or maximize a centre's budget.

*NOTE: Advertising directed toward retail leasing or other businesses should enter in B2B category.*

## EVENT OR SALES PROMOTION

Programs or events intended to directly impact retail sales and customer traffic. This may include efforts that target buyer conversion, shopping frequency, relative draw, or market share. Entries may also include more comprehensive initiatives such as tourism marketing and customer loyalty programs that again directly impact retail sales and customer traffic. Entries may also include event marketing designed to generate publicity and market awareness. Entries in this category must document specific and measurable results attributable to the program or effort and should demonstrate return on investment (ROI.)

## GRAND OPENING, EXPANSION AND RENOVATION

A comprehensive marketing campaign intended to introduce or reposition a new, expanded, or renovated shopping centre. Entries should demonstrate how strategies and tactics were linked to the centre's business objectives and may include strategic plans for overall development, leasing and merchandising, revenue generation, advertising, public relations, community relations, events and promotions. Entries in this category can include traditional and digital elements.

## PUBLIC RELATIONS

A planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping centre or company. Such efforts should promote an understanding of or goodwill toward a shopping centre or company or be designed to influence public opinion in ways serving a commercial interest. Examples may include efforts to obtain positive publicity or the handling of negative publicity, crisis management or crisis prevention, government relations and/or initiatives directed to key external or internal groups or persons such as clients, tenants, shareholders or analysts. Entries may also include internally directed initiatives such as professional development, incentive or recognition programs, conferences and employee intranets, newsletters, magazines or videos.

*NOTE: While paid media advertising may comprise a part of an overall public relations program, such expenses should not comprise more than one-third of the total program expense. Publicity coverage should be itemized and well-documented with print scans, audio and/or video clips, website visuals, etc.*

## BUSINESS TO BUSINESS (B2B)

Marketing communications initiated by a shopping centre and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers, or other targeted commercial interests, using tactics which are designed to improve company profitability and brand identity rather than consumer sales. The purpose of the program or initiative is to support leasing efforts, specialty leasing programs, sponsorship programs, environmental or green initiatives, investor/analyst relations and communications and business association initiatives. Tactics may include exceptional trade show support, sales collateral, direct mail, training and incentive programs, targeted tenant retention efforts, electronic, broadcast or print advertising, digital programs or public relations.

## SOCIAL MEDIA

Innovative and effective or creative use of social media sites in a media/marketing strategy. This may include social networking sites such as Facebook, Twitter, Instagram, Pinterest, and YouTube. This may also include location-based social media such as Yelp or other services. Entries may include supportive elements such as signage and advertising (traditional or digital), but the prime focus of marketing efforts should be social media-based, with clear measureable metrics that link back to the program objectives.





# AWARD CLASSIFICATIONS – MARKETING (CONTINUED)

## DIGITAL CAMPAIGN/EMERGING TECHNOLOGY

Programs consisting of an integrated online, digital, emerging technology or social media campaign executed as a significant component of an in-mall event or sales promotion. Along with web-based initiatives, these programs can consist of interactive kiosks or touch screens, GPS technology, all wi-fi programs, interactive mall promotions or other environmental marketing that prompts the user to interact via computer or mobile device. This category is not restricted to just Internet connectivity for the technology, but may use Beacons and other emerging technologies that do not require the Internet but can facilitate the shopping experience. These efforts are intended to have online, digital and social media metrics but may also directly impact retail sales and customer traffic. Online campaigns must consist of at least three different measurable components, all of which must have been done online. These metrics can be taken from one or more of the following areas: social media, website, email marketing, online advertising, online video and mobile advertising.

## CUSTOMER SERVICE EXPERIENCE AND/OR ENGAGEMENT

A strategic customer service experience and/or shopper engagement initiative that demonstrates exceptional standards that may benefit consumers, employees, suppliers, shareholders and communities. The entry must address and achieve a specific objective related to the overall enhancement of a customer's shopping experience and must document measurable results attributable to the effort. (i.e., ROI, surveys, shopper loyalty, shopper length of stay and frequency of visitation, testimonials). This entry may include interactive touch screens, customer service programs, and interactive in-mall promotions.

## MULTI-CHANNEL MARKETING

This category is for marketing programs that include multiple integrated elements in order to strategically communicate with its target market and/or business objectives. It is intended to showcase major programs or campaigns that include any combination of traditional advertising, digital programs, special events, customer service, customer engagement or other types of marketing such as: sponsorship programs, environmental / green initiatives, support leasing efforts, etc. This category must include at least two or more integrated elements that are relatively equal in weighting or importance. It is intended to feature programs that are too complex or comprehensive to fit within a previously described single category.



# AWARD CLASSIFICATIONS – MARKETING (CONTINUED)

## ENTRY CLASSIFICATIONS

All entries must have a centre or company classification. Your classification is determined by the amount of overall retail selling space in your centre including vacant space. This includes all square footage contained in official gross leasable area (GLA), including department stores and other anchor store square footage, entertainment components, movie theatres, ice-skating rinks, and peripheral space engaged in retail enterprise (excluding office or hotel space).

You must be able to provide official documentation of the space upon request. Place your entry within one of the eight classifications listed below.

### CLASSIFICATION 1

Centres of 150,000 sq. ft. or less of total retail space.

### CLASSIFICATION 2

Centres between 150,001 and 400,000 sq. ft. of total retail space.

### CLASSIFICATION 3

Centres between 400,001 and 750,000 sq. ft. of total retail space.

### CLASSIFICATION 4

Centres between 750,001 and 1,000,000 sq. ft. of total retail space.

### CLASSIFICATION 5

Centres more than 1,000,001 sq. ft. of total retail space.

### CLASSIFICATION 6: CORPORATE/COMPANY

Entries that further the interests or goals of a company's entity, brand or initiative. These may include corporately produced or implemented sales promotions, advertising campaigns, alliance efforts, public relations efforts, community relations programs, revenue impact initiatives and multi-component programs.

This classification is intended to recognize the marketing efforts of an entire portfolio of centres or that of the company's core brand. It also includes branded or consistently jointly marketed divisions of centres within a portfolio.

### CLASSIFICATION 7: JOINT CENTRE

This classification recognizes efforts by subsets within a company or a group of collaborating centres not necessarily owned or managed by the same company. Entries in this classification should reflect locally originating programs, efforts or executions. This may include a corporate program's local or regional adaptation or execution which is discernibly unique from other same company efforts.

### CLASSIFICATION 8: MIXED USE

To be eligible for this classification, the retail portion of the project should be significant, e.g., comprise at least 25 percent of the floor area or at least 100,000 square feet. Likewise, non-retail uses should be significant comprising at least 25 percent of the floor area or at least 100,000 square feet. Developments with retail components that do not meet these minimum space requirements should enter in the appropriate shopping centre size classification. Examples of mixed-use centers may include (but not be limited to) projects comprised of retail and non-retail uses such as entertainment, office, hotel, residential, and sports venues as well as planned communities.

### ICSC FOUNDATION CANADIAN COMMUNITY SUPPORT AWARD

This special distinction is designed to recognize a shopping centre or company that has made a significant contribution to a deserving community issue, cause or charity in its neighbourhood. For more details on how to enter, please visit the ICSC Foundation website at [www.icsc.org/foundation](http://www.icsc.org/foundation).



# JUDGING CRITERIA

## TOTAL POTENTIAL SCORE OF 50

All judges use the same guidelines to assess the strength of each entry and carefully review the following information in your entry preparation.

## ENTRIES ARE SCORED BASED ON THE FOLLOWING CRITERIA:

### SITUATION AND MARKETING OBJECTIVES (UP TO 10 POINTS)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale and the ability to realistically achieve stated measurable objectives and the demonstrated use of digital channels to drive engagement and reach will be evaluated.

The judges ask the following when assigning a score:

- ✦ Were the situation and marketing objectives based on strategic insights and facts, rather than opinions?
- ✦ Did they directly address the situation?
- ✦ Was a clear problem or opportunity identified and realistically addressed?
- ✦ Did the objectives appear capable of addressing the situation as outlined?
- ✦ Were efforts business-based, i.e., owner's interests considered?
- ✦ Are the objectives specific and time-based?
- ✦ Can the objectives be measured quantitatively? If not, can qualitative goals be objectively measured?
- ✦ Is this based on a clear understanding of consumer behavior and the correlation with the digital opportunity?
- ✦ Is there an established adaptation of potential "going forward" opportunity associated with the growth in "fast pace" of digital channel(s)?

### ACTION (UP TO 10 POINTS)

This area measures the degree to which the program supported its original objectives and the level of competence and proficiency demonstrated in the execution. The judges will ask questions like these when assigning a score:

- ✦ Were the actions appropriate to the stated objectives?
- ✦ Was a high level of competence and professionalism exhibited in the actions?
- ✦ Did the entry properly document all the claims made, i.e., was it believable?
- ✦ Did the materials and documentation appropriately provide evidence of the results?

### CREATIVITY (UP TO 10 POINTS)

Creativity relates to developing an original concept or devising an innovative approach to a familiar program or marketing effort. Judges evaluate creativity by asking the following questions:

- ✦ What was the big idea that considerably improved the program delivery or message?
- ✦ Was it attention-getting or ground-breaking?
- ✦ Did the solution maximize the opportunity to succeed?
- ✦ Did the actions enhance the creative message and capitalize on the media selected?
- ✦ What obstacles or difficulties were overcome in terms of size, scope, budget limitations, etc.?

### RESULTS (UP TO 10 POINTS)

The results reveal how competently the program's actions were measured, documented and reported, and the degree to which they supported the program's stated objectives.

Judges will ask questions like these when assigning a score:

- ✦ Was strong detail provided in the results documentation?
- ✦ Did the results relate to the original objectives?
- ✦ Are the results credible?
- ✦ How was the centre/company impacted?
- ✦ Were the shopping centre owner's interests well-served?
- ✦ Is this entry worthy of emulation by the rest of the industry?
- ✦ Is there evidence of enhancing the consumer's shopping experience?
- ✦ Are there authentic conversations and true user demonstrations?
- ✦ Do the metrics show growth in both reach and engagement?
- ✦ Were sales and traffic impacted?
- ✦ Were unique and impactful digital channel(s) used?

### BUDGET AND RESULTING COST EFFECTIVENESS (UP TO 10 POINTS)

Budget evaluation is essential to proper allocation of resources within the overall marketing plan. Cost effectiveness evaluates the appropriateness with which centre/company funds were spent in achieving stated objectives. Essentially, were the right resources invested in the right efforts to generate the best possible results?

Judges will ask questions like these when assigning a score:

- ✦ Did the amount spent appear to be a wise use of funds?
- ✦ Did the results obtained, merit the expense?
- ✦ Was creativity and resourcefulness shown in budgeting without compromising quality and ability to get results?
- ✦ Did the efforts generate maximum impact for every dollar spent?



# GENERAL INFORMATION

## DESCRIPTION OF ENTRY

The Description of Entry is used to compose a commentary about the finalist and winning entries (max. 100 words). The Description of Entry will be available for viewing by the judges.

## IMAGES FOR AWARDS PRESENTATION

Upload up to 12 images related to your entry.

- ✦ These images will not be viewed by the judges. If your entry is awarded a Maple Leaf Gold Award or a Maple Leaf Silver Award, then some of the images will be used to display your entry for the awards presentation, the ICSC Website and Shopping Centers Today. Images should include various photos of the program's implementation and support materials.
- ✦ Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.
- ✦ Accepted image file formats: Photoshop, TIFF, PNG, EPS or JPEG (light or no compression).
- ✦ Size minimum 640x480 pixels at 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5x7.

*NOTE: Please test your images by previewing after upload.*

## ENTRY SUMMARY

The entry summary is essentially the marketing plan results for the entry.

- ✦ The Entry Summary is limited to four web pages – one page for each element of the Summary (max. 500 words per each page).
- ✦ It includes: The Situation, Action, Result and Budget.
- ✦ Facilitate the judges' review by providing an easy-to-read entry. We recommend bullet points rather than narrative paragraphs.

## SITUATION AND MARKETING OBJECTIVES

Submit background information on what inspired you to create and implement the program or project. Discuss unique problems or opportunities that influence your goals, strategies and tactics.

If applicable, explain the rationale for choosing one or a combination of digital tools and provide your key metrics or goals for driving consumer behavior from reach to engagement to shopping.

## ACTION

Give a detailed description of the "action" (something performed or done) that took place based on the situation at your property or company. Be clear on the use of each digital channel as it relates back to your goals and objectives.

## CREATIVITY

Creativity relates to developing an original concept or devising an innovative approach to a familiar program or marketing effort. Judges evaluate creativity by looking at a few different points. One of which will be identifying if the big idea considerably improved the program delivery or message. Another point to be looked at is if the idea was attention-getting or ground-breaking. Also, if the solution maximized the opportunity to succeed, enhanced the creative message and capitalized on the media selected. As a final point, the judges will be observing what obstacles or difficulties were overcome in terms of size, scope and budget limitations.

## RESULTS

Results should be specific and quantitative. Show documented facts resulting from the implementation. If you used more than one digital tool, break out results for each i.e. Facebook fans grew from X to X, or App downloads increased from X to X, etc. Post sales gains as percentages, defined as either comparable sales or total sales, and include the period of measurement (where possible, show actual numbers on which percentages are based). You may also include traffic counts. Publicity results should be shown in actual time and space received only and not as estimated or explained using any formula-derived values. Entrants are required to provide a publicity summary in your publicity section, which can be summarized in your results page if publicity samples are provided. Your results should reflect the integrity intended in the ethics statement on your entrant form. Providing return on investment (ROI) data is suggested for entries submitted in the event or sales promotion and business-to-business (B2B) categories. ROI demonstrates the dollar-for-dollar return that is achieved from your efforts and the resources invested.

## BUDGET AND RESULTING COST EFFECTIVENESS

A one-page detailed list (in an Adobe PDF or Microsoft Word document) of dollars spent to implement your plan. All expenses, including primary and secondary expenses, must be included. This should include all production costs, media, labour costs, fees, services and incidentals. List donated expenses separately, and do not include with actual expense totals. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Please include all creative fees and agency retainers in your expense summary.

*NOTE: You must show expenses as a percentage of your total annual marketing budget. Failure to do so may negatively affect the entry's score.*



# GENERAL INFORMATION (CONTINUED)

## ADVERTISING

Include one digital file documentation for all of your advertising. The Advertising Section must contain images of printed samples of advertising elements. This file can contain as many pages as necessary and be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

- ✦ The first page(s) of the file must contain a summary of all your advertising. Next to each element, indicate whether the element is included in the uploaded file. List all publications where your ads appeared.
- ✦ Include only one sample or tear sheet for each ad. (Ads that did not run during the eligibility period may not be included in your document.)
- ✦ Images of catalogues, booklets, and elements, such as leasing brochures, are permitted.
- ✦ Images of three-dimensional elements such as buttons, balloons, shopping bags or pencils are permitted.
- ✦ You may insert up to five hyperlinks of a web page that relates to your entry as a form of advertising or customer service in the New Media Section. Hyperlinks must not contain live videos or link to any YouTube videos.
- ✦ Video or audio cannot be uploaded in this section. Refer to the Audio and Video section.

*NOTE: Please test your file by previewing after upload. This file will be used for judging. Make sure that you are able to read any written materials contained in your file when viewed on the screen, such as the copy on the ads.*

## ONLINE

This section allows you to add up to five links, if they are pertinent to your entry, for judges to view. Links should go directly to the relevant page(s). Do not link your centre's website (or other websites) unless it specifically contains elements that are pertinent to your entry. If your entry is a web-based program, you are encouraged to use your Print Screen button to copy and paste web pages into your Documentation Section.

*NOTE: Please test the hyperlinks. These links will be used for judging. Please do not upload videos to weblinks. Only one video is allowed and should be uploaded on the video tab.*

## PUBLICITY

Include one digital file documentation for all of your publicity that has up to 25 pages of information. This file can contain a maximum of 25 pages and be in one of two acceptable formats: Microsoft Word or Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

The first page(s) of the file must contain a summary of all your publicity coverage. Next to each element, indicate whether the element is included in the uploaded file.

The summary should include:

- ✦ Name of the publication/broadcast station/website.
- ✦ Date of publication/airing.
- ✦ Amount of space/time coverage received (column inches for print and website, minutes and seconds for broadcast).
- ✦ Intended audience of the PR efforts, and the number of persons/ impressions reached within the target audience.
- ✦ Indicate whether each of these was included in your uploaded file or in the Audio and Video Section.
- ✦ The Publicity Section may include images of news clippings (actual or photocopied).
- ✦ Each page of your publicity file should depict the date and source of each news clipping included.
- ✦ If a number of similar articles have been published, submit a representative sample.
- ✦ Highlight the portion of the printed news coverage that relates to your entry.
- ✦ Web pages of publicity coverage should be copied and pasted on your document.
- ✦ Use the Print Screen key to copy web pages. You are not permitted to link from the Publicity Section.
- ✦ Radio and television coverage may include public service announcements and news stories, which can be uploaded to the Audio and Video Section. Video or audio cannot be uploaded in this section.
- ✦ Publicity outcome should relate directly to the initial needs and objectives of the program.

*NOTE: Please test your file by previewing after upload. This file will be used for judging. Make sure that you are able to read any written materials contained in your file when viewed from the screen, such as the copy on news clippings.*

*NOTE: Entries should submit Publicity ONLY if the strategic intent was to use publicity to expand exposure beyond the primary goal.*



# GENERAL INFORMATION (CONTINUED)

## DOCUMENTATION

Include one digital file that has up to 15 pages of information and images related to your entry. The information in this file should provide documentation of your program not shown in your advertising or publicity file.

- ✦ This file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. File should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

- ✦ Use your 15 pages to document and illustrate your entry. Pages should feature photos and samples that show the program's actual implementation as it occurred. You should document its execution in a proof of performance manner, telling its story with appropriate and relevant evidence. You may include one brief caption per page.
- ✦ You may include images of support materials such as letters, brochures or advertisements that were published within the eligibility period, photos of events, proclamations, publicity, and news releases. Images may document your three-dimensional elements such as balloons, pencils, buttons, shopping bags and point-of-sale materials.

*NOTE: Please test your file by previewing after upload. This file will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on the screen.*

*NOTE: Required for all categories.*

## AUDIO AND VIDEO

- ✦ You may upload only one audio file and only one video file per entry.
- ✦ Your audio or video can relate to either the Advertising or the Publicity of your entry.
- ✦ All advertising and publicity examples must appear on the same audio or video files.
- ✦ Each file is limited to a maximum of five minutes of content. Judges will view or listen only to the first five minutes of each file.
- ✦ Accepted audio file formats: .mp3, .wav, .wma, .avi, .wmv, .aiff. Not to exceed 5 MB.
- ✦ Accepted video file formats: .mpeg, .mpg, .wmv, quicktime.
- ✦ Recommended pixel size: 320x240 at 29.97 fps. Maximum pixel size is 640x480 at 29.97 fps.
- ✦ You may provide edited and narrated footage of actual events, publicity and advertising as long as the video clip does not exceed the five-minute limit. Files should not exceed 75 MB.

*NOTE: Please test your files. These files will be used for judging. If the video/audio plays in the default video player, the test is a success. If the audio/video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your agency or multimedia firm who created the file to reformat it according to the specifications above.*



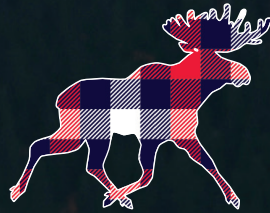


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Category TWO

# DEVELOPMENT & DESIGN

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*2016 Entry Guidelines*

# AWARD CLASSIFICATIONS - DEVELOPMENT AND DESIGN

Entries in this category may be for a project involving an entire shopping centre (New Developments) or a single facet of a centre such as an addition (Renovations/Expansions). In both categories the work must have been completed and the centre fully operational and open for business between January 1, 2015 and May 31, 2016.

Eligible subject matter includes, but is not limited to, improving the use of existing space, methods of keeping a centre open during construction, new marketing and leasing approaches, financing or refinancing techniques, and adaptive reuse of the structure. Demonstrate how a specific design or construction problem was solved or how new standards in design and construction were established. New methods of environmental enhancement, space utilization, design themes, energy conservation and innovative construction techniques will be allowed.

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## CLASSIFICATIONS

All entries must have a centre or company classification. Your classification is determined by the amount of overall retail-selling space in your centre including vacant space. This includes all square footage contained in official gross leasable area (GLA), including department stores and other anchor store square footage, entertainment components, movie theatres, ice-skating rinks, and peripheral space engaged in retail enterprises (excluding office or hotel space). You must be able to provide official documentation of the space upon request.

Place your entry within one of the six classifications listed below.

### CLASSIFICATION 1

Centres of 150,000 sq. ft. or less of total retail space.

### CLASSIFICATION 2

Centres between 150,001 and 400,000 sq. ft. of total retail space.

### CLASSIFICATION 3

Centres of 400,001 and 750,000 sq. ft. of total retail space.

### CLASSIFICATION 4

Centres between 750,001 and 1,000,000 sq. ft. of total retail space.

### CLASSIFICATION 5

Centres more than 1,000,001 sq. ft. of total retail space.

### CLASSIFICATION 6

Mixed-Use Projects.





# JUDGING CRITERIA

## TOTAL POTENTIAL SCORE OF 50

The economic success of the project, as well as the quality of design, are among the judging criteria. Entries will be scored on the following point system:

### OVERALL DEVELOPMENT GOAL (UP TO 15 POINTS)

- ✦ Presentation of Entry Material, Overall Site Design, Access/ Parking, Standard of Leasing (percentage Leased, Opened, Average Rents and Tenant allowance), Sales Predictability, Degree of Difficulty and Innovation.
- ✦ Achievement of specified goals i.e., sales uplift, rental increase.
- ✦ Sustainability

### SUITABILITY FOR MARKET (UP TO 10 POINTS)

- ✦ Compatibility with Market and Merchandise Mix, Customer Traffic increase.

### DESIGN: INTERIOR AND EXTERIOR (UP TO 15 POINTS)

- ✦ Project configuration and layout, Parking, Landscape and Entrances, Interior Finishes and Signage, Exterior Finishes and Signage, Storefront Presentation.

### DESIGN ELEMENT AND USE OF MATERIALS (UP TO 10 POINTS)

- ✦ Combination of Colour, Materials and Lighting, Graphics, Theme Elements, Environmental Techniques.



# GENERAL INFORMATION

## DESCRIPTION OF ENTRY

The Description of Entry is used to compose a commentary about the finalist and winning entries (max. 100 words). The Description of Entry will be available for viewing by the judges.

## CATEGORY: RENOVATIONS AND EXPANSIONS

### TOTAL RETAIL SPACE

Before Renovation/Expansion \_\_\_\_\_ sq. ft.

After Renovation/Expansion \_\_\_\_\_ sq. ft.

Net Difference – plus/(minus) \_\_\_\_\_ sq. ft.

### GROSS LEASABLE AREA (GLA)

(Small Shop Space Excluding Anchors)

Before Renovation/Expansion \_\_\_\_\_ sq. ft.

After Renovation/Expansion \_\_\_\_\_ sq. ft.

Net Difference – plus/(minus) \_\_\_\_\_ sq. ft.

### TOTAL ACREAGE OF SITE

Before Renovation/Expansion \_\_\_\_\_ sq. ft.

After Renovation/Expansion \_\_\_\_\_ sq. ft.

Net Difference – plus/(minus) \_\_\_\_\_ sq. ft.

### DEVELOPMENT SCHEDULE

Centre's Original Opening Date \_\_\_\_\_

Centre's Renovation/Expansion Opening Date \_\_\_\_\_

## CATEGORY: NEW DEVELOPMENTS

Total Retail Space \_\_\_\_\_ sq. ft.

Total Acreage of Site \_\_\_\_\_ sq. ft.

Gross Leasable Area (GLA)

(Small Shop Space Excluding Anchors) \_\_\_\_\_ sq. ft.

### DEVELOPMENT SCHEDULE

Official Opening Date \_\_\_\_\_

## CLASSIFICATION: MIXED-USE CLASSIFICATION ONLY

### OTHER USES (indicate all that apply)

Office \_\_\_\_\_ sq. ft.

Hotel \_\_\_\_\_ sq. ft. \_\_\_\_\_ units

Residential \_\_\_\_\_ sq. ft. \_\_\_\_\_ units

Other (specify) \_\_\_\_\_ sq. ft.

## GENERAL INFORMATION: BOTH CATEGORIES

### TYPE OF PROJECT (check all that apply)

- Neighbourhood Centre
- Community Centre
- Regional Centre
- Super Regional Centre
- Fashion/Specialty Centre
- Theme/Festival Centre
- Lifestyle Centre
- Power Centre
- Outlet Centre
- Mixed-Use\*
- Other (Specify)

*\*To be eligible for this classification, the retail portion of the project should be significant, e.g., comprise at least 25 percent of the floor area or at least 100,000 square feet. Likewise, non-retail uses should be significant, comprising at least 25 percent of the floor area or at least 100,000 square feet. Developments with retail components that do not meet these minimum space requirements should enter in the appropriate shopping centre size classification. Examples of mixed-use centres may include (but not limited to) projects comprised of retail and non-retail uses such as entertainment, office, hotel, residential, and sports venues as well as planned communities.*

### PHYSICAL CHARACTERISTICS OF PROJECT (check all that apply)

- Mall
  - Open-Air Centre
  - Hybrid Centre
  - Other (Specify) \_\_\_\_\_
- Number of Levels \_\_\_\_\_



# GENERAL INFORMATION (CONTINUED)

## PROJECT'S TRADE AREA (select one)

- Suburban
- Urban Central Business District
- Urban but not Central Business District
- Rural
- Middle Market
- Other (Specify)

Population of Primary Trade Area \_\_\_\_\_ people

Population of Secondary Trade Area \_\_\_\_\_ people

Annualized percentage of shoppers anticipated being from outside of trade area (e.g., tourists, conventioners) \_\_\_\_\_ % of shoppers

Number of Parking Spaces Provided \_\_\_\_\_

If deck parking, list vehicle capacity and number of levels of parking structure and briefly describe how structure connects to centre (100 word max) \_\_\_\_\_

## TOTAL NUMBER OF RETAIL STORES

(excluding anchors) \_\_\_\_\_

(including anchors) \_\_\_\_\_

## FINANCIAL INFORMATION CONFIDENTIALITY

The judges will use the financial information supplied only for the purpose of evaluating the submission. The financial information will not be published in any form. All financial information must be expressed in Canadian dollars. Tenant Rent and Sales of small shop GLA (excluded: department stores and other non-retail, non-entertainment uses such as office, hotel, residential, etc.)

## CATEGORY: RENOVATIONS AND EXPANSIONS

### AVERAGE ANNUAL MINIMUM RENT PER SQ. FT.

Before Renovation/Expansion (check one)

- Less than \$25
- \$26 to \$35
- \$36 to \$45
- \$46 to \$55
- \$56 to \$100
- \$101 to \$150
- \$151 to \$200
- over \$201

After Renovation/Expansion (check one)

- Less than \$25
- \$26 to \$35
- \$36 to \$45
- \$46 to \$55
- \$56 to \$100
- \$101 to \$150
- \$151 to \$200
- over \$201

### AVERAGE TENANT IMPROVEMENT ALLOWANCE PER SQ. FT.

Before Renovation/Expansion (check one)

- Less than \$10
- \$11 to \$25
- \$26 to \$50
- over \$50

After Renovation/Expansion (check one)

- Less than \$10
- \$11 to \$25
- \$26 to \$50
- over \$50



# GENERAL INFORMATION (CONTINUED)

## IF TENANT CONTRIBUTED "KEY MONEY" AVERAGE KEY MONEY PER SQ. FT.

Before Renovation/Expansion (check one)

- None
- \$11 to \$25
- \$26 to \$50
- Over \$50

After Renovation/Expansion (check one)

- None
- \$11 to \$25
- \$26 to \$50
- Over \$50

## TOTAL ANNUALIZED SALES PER SQUARE FOOT FOR FIRST YEAR

Before Renovation/Expansion (check one)

- Less than \$200
- \$201 to \$250
- \$251 to \$300
- \$301 to \$350
- \$351 to \$400
- \$401 to \$450
- \$451 to \$500
- \$501 to \$550
- \$551 to \$600
- \$601 to \$700
- Over \$700

After Renovation/Expansion (check one)

- Less than \$200
- \$201 to \$250
- \$251 to \$300
- \$301 to \$350
- \$351 to \$400
- \$401 to \$450
- \$451 to \$500
- \$501 to \$550
- \$551 to \$600
- \$601 to \$700
- Over \$700

## VACANT GLA: AMOUNT OF SMALL SHOP SPACE NOT OPEN FOR BUSINESS SHOWN AS A PERCENTAGE OF GLA

Before/Renovation Expansion \_\_\_\_\_ %

At date of re-opening \_\_\_\_\_ %

At date of submission \_\_\_\_\_ %

## ANNUALIZED AVERAGE COMMON AREA MAINTENANCE (CAM), INSURANCE AND TAX CHARGES

Of small shop GLA per sq. ft. before renovation/expansion:

\$ \_\_\_\_\_ per sq. ft.

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft. after renovation/expansion: \$ \_\_\_\_\_ per sq. ft.

## IF DECK PARKING, HOW ARE TAXES AND MAINTENANCE OF PARKING DECK PAID FOR? (check one)

- Fee for parking
- Charged back to non-anchor tenant
- Other (specify) \_\_\_\_\_

## CATEGORY: NEW DEVELOPMENTS

## AVERAGE ANNUAL MINIMUM RENT PER SQ. FT.: (check one)

- Less than \$25
- \$26 to \$35
- \$36 to \$45
- \$46 to \$55
- \$56 to \$100
- \$101 to \$150
- \$151 to \$200
- Over \$201



# GENERAL INFORMATION (CONTINUED)

## AVERAGE TENANT IMPROVEMENT ALLOWANCE PER SQ. FT.: (check one)

- Less than \$10
- \$11 to \$25
- \$26 to \$50
- Over \$50

## IF TENANT CONTRIBUTED "KEY MONEY" AVERAGE KEY MONEY PER SQ. FT.: (check one)

- None
- \$11 to \$25
- \$26 to \$50
- Over \$50

## TOTAL ANNUALIZED SALES PER SQUARE FOOT FOR FIRST YEAR: (check one)

- Less than \$200
- \$201 to \$250
- \$251 to \$300
- \$301 to \$350
- \$351 to \$400
- \$401 to \$450
- \$451 to \$500
- \$501 to \$550
- \$551 to \$600
- \$601 to \$700
- Over \$700

## VACANT GLA: AMOUNT OF SMALL SHOP SPACE NOT OPEN FOR BUSINESS SHOWN AS A PERCENTAGE OF GLA

At date of opening \_\_\_\_\_ %

At date of submission \_\_\_\_\_ %

Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per square foot: \$ \_\_\_\_\_ per sq. ft.

## IF DECK PARKING, HOW ARE TAXES AND MAINTENANCE OF PARKING DECK PAID FOR?: (check one)

- Fee for Parking
- Charged back to non-anchor tenant
- Other (specify) \_\_\_\_\_

## IMAGES FOR AWARDS PRESENTATION

Upload up to 20 images related to your entry.

- ✦ These images will not be viewed by the judges. If your entry is an award winner, then these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's website and in Shopping Centers Today.
- ✦ Copyrighted photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

### ✦ Images to include:

- An aerial shot showing where the centre is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court area
- Shots of parking area
- Development plans/renderings
- Visual of the interior and exterior of the project
- For renovation projects, visual of the interior and exterior of the project before and after, with at least four images of each

✦ Accepted image file formats: Photoshop, .TIFF, .PNG, .EPS, .JPEG (light or no compression)

✦ Sized minimum 640x480 at 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5x7.

*NOTE: Please test your images by previewing them after they are uploaded.*

## ENTRY SUMMARY

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- ✦ Describe the characteristics of the project you are submitting for an award. (Max. 500 words)
- ✦ In what ways do you feel that other developers can benefit from your experience? (Max. 250 words)
- ✦ Describe the financing involved in the project. (Max. 250 words)
- ✦ Was this project a public-private partnership or joint effort with a governmental entity? If so, what is the name of the agency, and what was the nature of their involvement in the project? (Max. 250 words)
- ✦ If you had the project to do over again, what would you do differently? Why? (Max. 250 words)
- ✦ Is your project ISO, LEED, ARUP or BREEAM certified? Yes \_\_\_\_\_ No \_\_\_\_\_. If yes, at what level \_\_\_\_\_ (Max. 250 words)
- ✦ Describe the centre's central approach regarding sustainability. (Max. 250 words)



# GENERAL INFORMATION (CONTINUED)

## CATEGORY: RENOVATIONS AND EXPANSIONS

- ✦ Explain why the owner decided to renovate or expand the centre. Include a description of the existing conditions prior to renovation or expansion (physical condition, sales, tenant mix, vacancy factor and the like). (Max. 250 words)
- ✦ Describe how the renovation or expansion altered those conditions. (Max. 250 words)
- ✦ What do you believe to be the key reasons for the success of the project? Why? (Max. 250 words)
- ✦ How did you determine the business success of the project? (Cite “before” and “after” statistics to back up the claim.) (Max. 250 words)
- ✦ If the centre was kept open during construction, explain what measures were taken to ensure shopper safety and main shopper traffic, and what impact the work had on business. (Max. 250 words)
- ✦ In addition to the physical improvements, what ancillary measures were taken to enhance the centre? (Max. 250 words)
- ✦ Describe any new marketing and/or re-leasing approaches successfully implemented during the period. (Max. 250 words)

## CATEGORY: NEW DEVELOPMENTS

- ✦ Explain what specific design and construction problems were solved or how new standards in the areas of design and construction were established. (Max. 250 words)
- ✦ Describe what you feel to be the key reasons for the success of the project (environmental enhancements, space utilization, construction costs, and the like). (Max. 250 words)
- ✦ Was the developer required to make an investment in the community? If so, explain what had to be done and what the impact was on the community? (Max. 250 words)

## DOCUMENTATION

Include one digital file, up to 15 pages of information that relates to your entry.

- ✦ This file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

- ✦ Use the 15 pages to feature photos and samples that show the project’s actual implementation. The photos should show typical examples of the exterior project entrance, exterior project elevations, and exterior signage. If applicable, show examples of the main interior, the interior court, and the interior storefronts (at least three each). For a renovated project, show “before” photographs showing the same subject taken from the same angle. Renovated project must show “before” and “after” photographs of the project’s interior and exterior.

*NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.*

## LIST OF TENANTS

Include one digital file of your list of tenants. Indicate for each tenant the size (GLA) of the space occupied.

- ✦ This file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

- ✦ List all major tenants. Describe type of retail operation, i.e., department store, supermarket, multiscreen theatres for each tenant.

*NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.*

## AREA MAP/SITE PLAN

Include one digital file containing an area map showing the site and a site plan showing parking and street access. If applicable, include a building or lease plan by level.

- ✦ This file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

*NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.*



# GENERAL INFORMATION (CONTINUED)

## VIDEO GALLERY

Include one video file per entry. The video is limited to a maximum of five minutes of content.

- ✦ The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file.
- ✦ The video should show the main architectural features inside and outside of your project. For a renovated project, entries should demonstrate before and after footage of the project.
- ✦ Additional coverage may include space utilization, design themes, innovative construction techniques and leasing and/or re-leasing approaches.
- ✦ Accepted video file formats: .mpeg, .mpg, .wmv, quicktime.
- ✦ Recommended pixel size: 320x240 at 29.97 fps.  
Maximum pixel size is 640x480 at 29.97 fps.  
File should not exceed 75 MB.

## PHOTO GALLERY

Include one digital file containing at least 20 images related to your project. Images to include:

- ✦ An aerial shot showing where the centre is situated, shots of key stores and brands, main architectural features, shots of food court area, shots of parking area, development plans/ renderings, visuals of the interior and exterior of the project. For renovation projects, a visual of the interior and the exterior of the project containing at least four images of each before and after renovation.
- ✦ The file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low). You will be required to upload several of these images in the Image Section for use by ICSC.

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

- ✦ Copyrighted photographs, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.

*NOTE: Please test your files. These files will be used for judging. If the video plays in the default video player, the test is a success. If the video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your multimedia firm that created the file to reformat it according to the specifications above.*



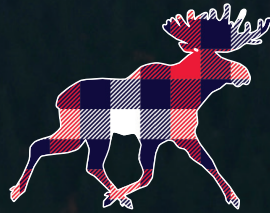


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Category THREE

# RETAIL STORE DESIGN

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*2016 Entry Guidelines*



# AWARD CLASSIFICATIONS – RETAIL STORE DESIGN

This category is to recognize how professional store design contributes to the success of the retail industry. Entries may be from retailers, architects or design companies for new or renovated stores in a shopping centre, power centre or strip centre, completed and opened between January 1, 2015 and May 31, 2016. Projects in this category may include services or other non-retail uses. There can be only one entry per store location.

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- 1. KIOSKS AND CARTS**
- 2. FOOD COURT UNITS/FAST FOOD**
- 3. RESTAURANTS**
- 4. STORES LESS THAN 1,000 SQ. FT. IN AREA**
- 5. STORES BETWEEN 1,001 AND 2,500 SQ. FT. IN AREA**
- 6. STORES BETWEEN 2,501 AND 5,000 SQ. FT. IN AREA**
- 7. STORES BETWEEN 5,001 AND 10,000 SQ. FT. IN AREA**
- 8. STORES IN EXCESS OF 10,001 SQ. FT. IN AREA**

## JUDGING CRITERIA

### TOTAL POTENTIAL SCORE OF 50

Entries are scored based on the following criteria:

#### OVERALL DESIGN CONCEPT (UP TO 20 POINTS)

- ✦ Overall Interior and Exterior Design
- ✦ Finishes
- ✦ Storefront Design
- ✦ Display and Fixturing
- ✦ Merchandising

#### RETAIL GRAPHICS AND SIGNAGE (UP TO 5 POINTS)

#### USE OF MATERIALS (UP TO 15 POINTS)

- ✦ Combination of Colour, Materials and Lighting

#### DEGREE OF DIFFICULTY AND INNOVATION (UP TO 10 POINTS)



# GENERAL INFORMATION

## DESCRIPTION OF ENTRY

The Description of Entry is used to compose a commentary about the finalist and winning entries (Max. 100 words). The Description of Entry will be available for viewing by the judges.

Store Name \_\_\_\_\_

Shopping Centre Store is Located \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Size of Store \_\_\_\_\_ sq. ft.

## RETAILER INFORMATION

Company Name \_\_\_\_\_

Architect \_\_\_\_\_

Interior Designer \_\_\_\_\_

General Contractor \_\_\_\_\_

## TYPE OF MERCHANDISE

- ✦ Apparel
- ✦ Home Goods
- ✦ Furniture and Furnishing
- ✦ Sporting Goods
- ✦ Stationery
- ✦ Restaurant
- ✦ Entertainment
- ✦ Mass Merchandise
- ✦ Supermarket
- ✦ Toys/Hobby

## DEVELOPMENT SCHEDULE

Opening Date \_\_\_\_\_

If Renovation

Store's Original Opening Date \_\_\_\_\_

Store's Renovated Opening Date \_\_\_\_\_

## IMAGES FOR AWARDS PRESENTATION

Upload up to 12 images related to your entry.

- ✦ These images will not be viewed by the judges. If your entry is an award winner, then these images will be used in preparing the presentation. They will also be used to display your entry on ICSC's Website and in Shopping Centres Today.
- ✦ Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

### ✦ Images to include:

- Main architectural features
- Visual of the interior and exterior of the project
- ✦ For renovated stores, a visual of the interior and exterior of the project before and after renovation
- ✦ Accepted image file formats: Photoshop, .TIFF, .PNG, .EPS, .JPEG (light or no compression).
- ✦ Sized minimum 640x480 at 72 DPI or larger. Preferred high resolution, approximately 300 DPI of a minimum of 5x7.

*NOTE: Please test your images by previewing them after they are uploaded.*

## ENTRY SUMMARY

The following questions highlight those points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- ✦ Provide detailed information on the design concept, including background on the reasons for the concept, its development and impact on store image and sales performance. (Max. 500 words)
- ✦ Describe the integration of interior, storefront and merchandise displays. (Max. 250 words)
- ✦ Describe the difference between the new concept and previous designs (if applicable). (Max. 250 words)
- ✦ Describe the specific materials used in creating the new concept. (Max. 250 words). If this is a renovation, describe the impact on sales. If this is a new store, comment on sales performance to date versus the planned performance. (Max. 250 words)
- ✦ Total cost per square foot including design, leasehold improvements and fixtures. (Max. 250 words)

## DOCUMENTATION

Include one digital file, up to 15 pages of information and images, which relates to your entry. Use your 15 pages to document and illustrate your entry. These pages should feature photos and samples that show your retail store design concept.

- ✦ This file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

*NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.*



# GENERAL INFORMATION (CONTINUED)

## FLOOR PLAN

Include one digital file of your floor plan showing size (GLA) of the space occupied.

- ✦ This file can be in one of two acceptable formats: Microsoft Word or Adobe PDF. Files should not exceed 20 MB. Preferred file format: PDF at screen resolution (low).

*NOTE: Images in the PDF should be web quality, not print, to ensure easy viewing during the judging.*

*NOTE: Please test your file by previewing after upload. This will be used for judging. Make sure that you are able to read written materials contained in your file when viewed on screen.*

## VIDEO

You may upload one video file per entry. The video is limited to a maximum of five minutes of content.

- ✦ The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file.
- ✦ Your video should feature the main architectural features inside and outside of your store. For a renovated store, entries should demonstrate before and after footage of the project.
- ✦ Additional coverage may include space utilization, design themes and innovative construction techniques.
- ✦ Accepted video file formats: .mpeg, .mpg, .wmv, quicktime.
- ✦ Recommended pixel size: 320x240 at 29.97 fps. Maximum pixel size is 640x480 at 29.97 fps. Not to exceed 75 MB.

*NOTE: Please test your files. These files will be used for judging. If the video plays in the default video player, the test is a success. If the video does not resize and play, it needs to be reformatted in order for the judges to play the file. Please ask your multimedia firm that created the file to reformat it according to the specifications above.*





# AWARDS PRESENTATION

2016 CANADIAN CONVENTION DEAL MAKING AND TRADE EXPOSITION  
WEDNESDAY, SEPTEMBER 21, 2016 | METRO TORONTO CONVENTION CENTRE | TORONTO, ON

ICSC

1221 AVENUE OF THE AMERICAS | NEW YORK, NY 10020 USA  
1 646 728 3800 | awards@icsc.org

*Deadline for entries*

JUNE  
13  20  
16

DOWNLOAD ALL THE DETAILS AND COMPLETE ENTRY GUIDELINES AT  
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