

29th ANNUAL AWARDS PROGRAM

Recognizing Excellence in Georgia Urban Forestry

Deadline for entries: September 13, 2019

The Georgia Tree Council announces the 2019 Georgia Excellence in Urban Forestry Awards program. Annually, as part of its mission to sustain Georgia's green legacy by helping communities grow healthy trees, the Georgia Tree Council rewards individuals, organizations, businesses, municipalities, and counties for outstanding work in protecting and enhancing our community forests.



What is the urban forest?

The urban forest includes all trees, vegetation, watersheds and wildlife in your community. Urban Forestry is the management of all these urban forest resources. Taking care of these resources benefits the environmental, social, and economic health of your community.

Who is the Georgia Tree Council?

The Georgia Tree Council, Inc. began as the Georgia Urban Forest Council, Inc., a non-profit organization that was founded in 1988 by a group of visionary individuals who recognized the need for an organization to address urban forestry issues in Georgia. Today, the Council is an active group informing communities on urban forestry issues, providing educational programs, assisting with network and resource opportunities, and keeping members informed of new urban forestry research.

Who is eligible to enter the Georgia Excellence in Urban Forestry Awards program?

Outstanding work, whether public or private, is eligible for nomination. Individuals, non-profit organizations, businesses, municipalities and counties, schools, civic groups, and others are welcomed and encouraged to make nominations in more than one category. A nominee does not have to be a member of the Georgia Tree Council. The awards program is open to all who have made a contribution to the urban forest in our communities.

When are awards given?

Entry contestants will be notified of judges' results by September 30, 2019. Grand award recipients of this year's Georgia Excellence in Urban Forestry Awards will be recognized at Georgia Tree Council's 2019 Annual Georgia Tree Conference Awards Luncheon on November 7 at the Atlanta Evergreen Marriott Conference Resort in Stone Mountain Park.

What awards are bestowed?

One Grand Award is given to each of the following categories: Marketing, Streetscape Revitalization, Greenspace Plan, New Development, New Initiative, Business, Media, Civic Organization, Community, Elected/Appointed Official, Education, Individual Achievement, Student, and Urban Arboriculture. (Please see page 3 for a complete description of each category.) Grand award winners will receive a limited edition framed print of a majestic Georgia tree commissioned solely for the Georgia Tree Council. All winners will be featured on our website.

ENTRY GUIDELINES

1. Please complete the application form, which is on page 5-6 of this booklet. If mailing, you may photocopy the application form for multiple entries. (Only one entry per application.) **Applications may be e-mailed or mailed.**
 - a. Please print neatly or type using 10 point font or larger.
 - b. Sign the release statement at the bottom of the application, allowing the Georgia Tree Council to use entry materials for media use, at the awards conference, and for other appropriate purposes.
2. Please type on separate sheets, using 10 point font or larger, a 500-word project description and a 150-word executive summary. Include both in a Word document.
3. For all photos and images:
 - a. The preferred image resolution for photos is at least 300 dpi.
 - b. Images may be vertical or horizontal (landscape).
 - c. Images should be in JPEG format.
 - d. Rename each image file with project name and number them 1-11 to match your descriptions on the application form.
 - e. Images may be e-mailed.
4. Application forms and images for each project submitted must be received in the Georgia Tree Council office in Stone Mountain, Georgia no later than **5 p.m. on September 13, 2019**. Late or incomplete entries cannot be accepted. Materials cannot be returned.



*2018 Outstanding Community Award –
Main Street Toccoa*



*2018 Outstanding New Development Award –
Carlsen Precision Manufacturing, Rome*

ENTRY CATEGORIES

- ☐ **Marketing:** Recognizes a group or individual who develops an outstanding marketing plan that incorporates specific objects, a target audience, and strategies to increase urban forestry awareness.
- ☐ **Streetscape Revitalization:** Recognizes a city or design firm that has made outstanding contributions to the revitalization of an existing urban streetscape using large shade trees to define outdoor spaces, shade sidewalks and streets, help create a pedestrian environment, and increase economic appeal.
- ☐ **Greenspace Plan:** Recognizes a community that has executed a greenspace plan emphasizing the importance of passive recreation, connectivity of parks and paths, homes for wildlife, and air quality in our urban environments.
- ☐ **New Development:** Recognizes new development that focuses on good urban forestry practices, such as tree preservation and protection, use of pervious pavement, and working with natural ecosystems.
- ☐ **New Initiative:** Recognizes a non-profit group or individual with a brand new urban forestry program in the state of Georgia. The program must have demonstrated some action within the past year.
- ☐ **Business:** Recognizes a company or an individual whose business efforts have supported or promoted Georgia's urban forests.
- ☐ **Media:** Recognizes an individual or company for efforts to publicize tree events, tree protection, and/or Georgia's urban forestry efforts. This category is open to newspapers, newsletters, magazines, radio, television, and public relations firms.
- ☐ **Civic Organization:** Recognizes an organization, such as a non-profit tree group, tree board, homeowner association, garden club or others for exceptional efforts to protect and promote Georgia's urban forests.
- ☐ **Community:** Recognizes a county, city, town or neighborhood that has built a program to value, conserve, manage, and enhance the urban environment. The program must show sustainability and demonstrate that it is moving to build capacity.
- ☐ **Elected/Appointed Official:** Recognizes an elected or appointed official who has made outstanding contributions to the development, protection and maintenance of the urban forest. This may include establishing a tree ordinance or tree board or directing money and support to non-profit tree programs.
- ☐ **Education:** Recognizes a person or an institution that has been prominently creative and effective in an effort to inform or educate Georgians about trees and natural resources in the urban environment.
- ☐ **Individual Achievement:** Recognizes a person who has made outstanding contributions to urban forestry in GA.
- ☐ **Student:** Recognizes a student who has made an exceptional contribution to Georgia's urban forest.
- ☐ **Urban Arboriculture:** Recognizes an individual or organization for outstanding tree care in an urban environment. The entry focuses on tree preservation or restoration that might include pruning, fertilization, transplanting or any other approved arboricultural practice that might prolong the life of the tree(s).



*2018 Outstanding Education Award -
Marcus Pollard and the Newton County
Career Initiative*

JUDGING CRITERIA

1. All decisions are final.
2. The panel of judges is made up of a diverse group of professionals from many aspects of urban forestry.
3. Each entry is evaluated objectively; no comparison is made between nominated projects. Judges do not look at cost or size of the project; they put more emphasis on the outstanding work done in protecting and enhancing our community forests.

Nominations are evaluated using a set of specific criteria.

WINNING STRATEGIES FOR APPLICANTS

Project Description:

Be as concise as possible – you are only allowed 500 words! You'll want to convey to the judges the challenge that was at hand, why the nominee considered the project important, and include a summary of the work that went into execution and completion of the project. The judges will be interested in any special problems that were encountered and how the nominee overcame the problems. All partnerships involved in the project should be included in the description, as well as the benefits for a healthy urban forest.

Images:

Try to submit photos of the highest quality possible, and choose photos that offer a complete understanding of the project. Poor quality images don't help the judges "see" the nominees work! Images will not be returned.

Where applicable, "Before" and "After" photos, if available, give judges an even greater understanding of the scope of the project. Newspaper articles, etc. can be scanned and e-mailed as well.



*The 2018 Outstanding New Initiative Award -
Gwinnett County Parks and Recreation
Mow-Free Zone Program*



*The 2018 Outstanding Greenspace Award
The Stone Mountain Memorial Association Land
Management Committee*

APPLICATION FORM

A

ENTRY FORM — Please complete parts A, B, & C.

Category (choose one):

Marketing

Streetscape Revitalization

Greenspace Plan

New Development

New Initiative

Business

Media

Civic Organization

Community

Elected/Appointed Official

Education

Individual Achievement

Student

Urban Arboriculture

Name of program, project, or activity (as it should appear on award plaque):

Person or company, community, or organization being nominated:

Complete contact information for nominee:

Street/P.O. Box: _____

City, State, Zip: _____

Phone: _____ E-mail address: _____

Name of person submitting nomination:

Your complete contact information:

E-mail address: _____ Street/P.O. Box: _____

City State, Zip: _____

Phone: _____

All of the information above is accurate, and I release entry material (text and photos) to Georgia Tree Council for media use and other purposes GTC deems appropriate.

Signature of Release _____

B

PROJECT DESCRIPTION: Please type on separate sheets, using 10 point font or larger, 500-word project description and a 150-word executive summary. Include both in a Word document.

C

IMAGE DESCRIPTIONS (PHOTOS, SCANNED ITEMS, ETC.): Remember to rename each photo file with the project name followed by numbers 1-11. See Entry Guidelines for photo criteria.

1. File name: _____
Description: _____
2. File name: _____
Description: _____
3. File name: _____
Description: _____
4. File name: _____
Description: _____
5. File name: _____
Description: _____
6. File name: _____
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7. File name: _____
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8. File name: _____
Description: _____
9. File name: _____
Description: _____
10. File name: _____
Description: _____
11. File name: _____
Description: _____

If e-mailing, send your entry to marylynne@gatreecouncil.org.

Mailed entries can be sent to Georgia Tree Council, P.O. Box 2199, Stone Mountain, GA 30086