

Canadian Shopping Centre Awards

Entry Deadline: May 7, 2018

www.icsc.org/canadianawards

Discover this year's new award program designed to celebrate excellence within Canada's retail real estate industry.



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CELEBRATING INNOVATIVE THINKING WITH A REIMAGINED AWARD PROGRAM

The ICSC Canadian Shopping Centre Awards program is evolving to better reflect market trends and our ever-changing industry. An Advisory Committee of senior-level industry professionals has redesigned the award architecture with new categories and a streamlined process that minimizes submission time and cost. A new jury process ensures that the most creative initiatives are recognized. We invite you to enter Canada's only retail real estate awards honouring our country's brightest and best since 1985.

HIGHLIGHTS OF THE NEW 2018 AWARD PROGRAM

Marketing Category

Award Classifications have been created to recognize our ever-changing industry, market trends and business objectives.

Centre Size Classifications have been eliminated to be consistent with other regional ICSC Global Award programs. All entries will be evaluated based on their individual merit using a new judging criteria and jurying process.

Award Requirements

- ▶ **Entry Summary:** An easy-to-draft format with leading questions to help formulate your response and the elimination of the Creativity section.
- ▶ **Expense Summary:** Simply upload your total expenses, cost savings and revenue online. An Expense Summary PDF is no longer required providing more confidentiality for shopping centres and their companies.
- ▶ **Documentation:** The maximum length has been reduced from twenty-five pages to fifteen pages.
- ▶ **Video:** To minimize costs associated with submitting an entry, narrated summary videos are no longer accepted.

Judging Process successfully used to determine ICSC's VIVA "Best-of-the Best" awards winners will be introduced in Canada. Senior-level shopping centre industry professionals will now jury all entries using a higher standard of evaluation, thereby elevating the award program's prestige. The jury will be required to sign a Non-disclosure Agreement to further ensure an added level of confidentiality.

Judging Criteria features new weighing and key questions that judges will be required to use in evaluating entries to ensure consistent scoring.

Eligibility Period for entries will now be for a 12-month period: January 1–December 31, 2017.

Design and Development Category

Centre Size Classifications have been eliminated to be consistent with other regional ICSC Global Award programs.

Award Requirements

- ▶ **Entry Summary** has been reduced to five simple questions to streamline and simplify the process.
- ▶ **Documentation PDF** will no longer be required. Entrants will only be required to submit a PDF in the Photo Gallery section.

Retail Store Design Category

- ▶ **Retail Size Classifications** have been eliminated to be consistent with other regional ICSC Global Award programs.

2018 ICSC CANADIAN SHOPPING CENTRE AWARDS ADVISORY COMMITTEE

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Proprietor

Campbell & Co.

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Director, Strategic Marketing

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Andrea Tushingam, CRX, CMD

National Retail Marketing Director

Morguard

Meredith Vlitaz

Director, Corporate Marketing

RioCan Real Estate Investment Trust

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 Can Enter

Shopping centre owners, developers, management companies, architects, designers, and retailers.

How to Submit an Entry

All entries must be submitted online: icsc.org/canadianawards

Language and Currency

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

Multiple Entries and Previous Submissions

Multiple entries of the same initiative/program will no longer be permitted in the Canadian Awards program. Please submit your entry to the category where it is best suited.

Initiatives that have previously won an award in the Marketing Category are no longer eligible to be re-entered.

In the Development and Design 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, May 7, 2018**.

Entry Fee

\$425 CDN for members and **\$525 CDN** for non-members. Payment for entries must be received by Monday, May 7, 2018 at midnight EST or your entry will not be accepted for judging. All payments are by credit card only. 2018 ICSC Foundation Canada Community Support Award program is free to enter.

Eligible Dates

Retail projects, stores or the majority of a marketing or community initiatives must have been executed or opened and fully operational between **January 1, 2017 and December 31, 2017**.

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.

Award Presentation

Tuesday, October 2, 2018

Metro Toronto Convention Centre, Toronto, ON

Help

Do you need additional help or have more questions?

You may contact us at awards@icsc.org or +1 646 728 3462.

JUDGING AND SCORING PROCEDURE

Rulings

The Canadian Award Advisory Committee and ICSC will make all eligibility rulings and reserve the right to reclassify, re-categorize or disqualify entries, as well as delete any ineligible materials. All decisions are final.

NEW!

Marketing Category

The Canadian Shopping Centre Awards Marketing category will be juried by senior-level shopping centre industry marketing professionals. Each entry will be reviewed by all jury members, and assigned a score that will be averaged to determine the final winners. The jury will not review entries from their own companies or any entry that might constitute a conflict of interest. Additionally, the jury will be required to sign a Non-disclosure Agreement to further ensure an added level of confidentiality.

Design/Development & Retail Store Design

These categories will be judged by a panel of Canadian senior shopping centre and design industry professionals.

Scoring Procedure

ICSC officials manage and monitor the entire judging process. Finalists will be announced within 30 days of judging. Judges review each entry according to specific criteria and award points accordingly.

Total Possible Score:

Marketing and Retail Store Design: 50 points

Design and Development: 100 points

Maple Leaf Award

An average of 40 or more points (Marketing and Retail Store Design categories) and 85 points (Design and Development category) 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 in the Marketing and Retail Store Design categories with scores more than more 35 points but less than 40 points will receive a Maple Leaf Silver Award. In the Design and Development categories a score of at least 75 points but less than 85 will be required to achieve a 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 the outlined format. Please read this information carefully before you begin your entry preparation, so you can resolve any questions in advance.

Register

Submitting an entry is simple and convenient. The website allows you to set up an account and manage all the entries you will be submitting. You only need to register once—you will use the same username and password to log on in the future.

Upload Files

You will need to upload various files and information throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable, or loadable after the upload is complete.

Our “How to Enter” video will guide you through the process, offering plenty of information to use as a reference for your entry. Go to www.icsc.org/canadianawards to view the video.

Make a Payment

You do not have to pay before you start your entry. Payment must be received by **Monday, May 7, 2018**. Entries will not be accepted for judging if payment is not received.

Add to Cart

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can pay, edit, change, or print your entry.

Deadline

Monday, May 7, 2018

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 email confirmation will be sent to the Entrant and Owner Representative or Managing Agent to confirm this authorization.

CATEGORY ONE: MARKETING

NEW!

Award Classifications

Shopping centres and their companies are encouraged to review each of the six new award classifications carefully to determine the one that best describes the merits and excellence of their submission.



EXPERIENTIAL - An immersive initiative, event, technology or program designed to enhance the overall customer experience and captivate shoppers. Entries must drive foot traffic and engagement while heightening brand awareness and affinity.



LAUNCH - An initiative, event, or program designed to launch a new shopping centre, expansion, redevelopment or anchor/retailer. Entries must drive sales, foot traffic and engagement while establishing brand awareness.



REVENUE - An income-generating initiative, activation, program or service brought to life through strategic partnerships, sponsorships or specialty leasing, such as pop-up shops.



IMPACT - A groundbreaking initiative, technology, event, or integrated marketing campaign that delivered outstanding sales, traffic, impressions, engagement and ROI. Submissions may include but are not limited to events, sales promotions, PR initiatives, retailer onboarding programs, or digital media campaigns.



<20K - A highly efficient and effective initiative, technology, event or program that was achieved with a total budget of \$20,000 or less and generated significant results while demonstrating ingenuity.



COMMUNITY - An altruistic initiative, event or program designed to positively impact a centre's community and evoke change by sparking awareness and understanding. Please note: entries with a primary goal to raise funds or benefit a non-profit or charitable organization must submit their entry in the ICSC Foundation Canada Community Support Awards.



FOUNDATION - Community initiatives whose primary goal was to raise funds or to benefit a non-profit or charitable organization must submit their entry in the ICSC Foundation Canada Community Support Awards. Shopping centres and their companies are no longer able to enter the same initiative/program in both the Community and the Foundation categories.

Size Classifications

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

Classification 1

Single Centre

Size Classifications have been eliminated to be consistent with other regional ICSC Global Award programs. All entries will be scored based on the judging criteria by the Awards Advisory Committee. Each submission will be evaluated on their Objectives, Actions, Results, effective and efficient use of budget, regardless of their GLA.

Classification 2

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 3

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.

NEW!

ENTRY REQUIREMENTS

Please complete the following for all marketing classification entries. If you are submitting an ICSC Foundation Canada Community Support Award, please refer to the program's entry guidelines and requirements on page 13.

Description of Entry

The Description of Entry is used to compose a commentary about the finalist and winning entries (**a maximum of 700 characters with spaces**). The Description of Entry will be available for viewing by the judges.

Entry Summary

The entry summary sells your initiative to the judges and includes three sections (**a maximum of 2,100 characters including spaces for each**). **The Entry Summary is to be written using bullet points only, to simplify the entry and judging process.**

1. Situation and Objectives

- What were the challenges or opportunities that that inspired you to create and implement the submitted initiative or program?
- Please DO NOT include key property facts that have been included in the Centre Information section (e.g. location, GLA, number of stores, anchors, sales, etc.)
- What were your initiative's key objective(s)? Where possible, please ensure that you provide SMART objectives for your initiative (Specific, Measurable, Attainable, Relevant & Timely). *Example – Increase total CRU sales by 10% from \$650/sq.ft. to \$715/sq.ft. by December 31, 2017.*

2. Action

- What did you do? Provide a description of your initiative's execution and tactics.
- Who was your initiative targeted to?
- What media mix or communication tactics did you use to strategically support your initiative?

3. Results

Award winning ideas need to have achieved substantial results and impact to be recognized. Results should be quantitative and where possible include benchmarks to provide context and the significance of the achievement. Please cite actual number, percentage increase achieved and time period.

Due to space constraints, please do not restate your objectives. Please list your results numerically to align to your stated objectives. Your results should reflect the integrity intended in the ethics statement on your Entrant Form.

Your entry's results should highlight the key impact that your initiative accomplished:

1. **Sales** – 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).
2. **Traffic** – Obtained from digital/electronic traffic counting systems, iBeacons.
3. **Digital Media** – Website visits, growth of social following, e-blast subscribers/open rates, total impressions, engagement, cost/click.
4. **Advertising** – Total paid media impressions achieved as part of the initiative.
5. **PR** – Provide actual impressions and number of hits of PR achieved by media (broadcast, online, print) achieved.
6. **Cost Saving/Sponsorship** – Detail sponsorship sources, in-kind donations and cost savings in dollars.
7. **ROI** – The dollar-for-dollar return that is achieved from your efforts and the resources invested. Providing return on investment (ROI) data is suggested for all entries where applicable. Please indicate what is included in your ROI calculation (e.g. sources of financial gain and total cost).
8. **Any other notable results** – First-in-Canada, industry first, retailer participation/feedback, etc.

4. Budget and Cost Benefit

NEW!

Please include the total amount of dollars spent and generated as a result of your initiative/program. **Please note that you are no longer required to provide a one-page detailed PDF. Instead, you will need to include the following financial information (outlined below) when uploading your entry.**

Total Expenses – Provide a total of your initiative’s total expenses, including primary and secondary expenses. This total should include all production costs, media, creative fees, agency retainers, labour costs, fees, services and incidentals.

% Of Marketing Budget – You must show your total expenses as a percentage of your total annual marketing budget.

Cost/Centre– For joint campaigns, indicate costs for each participating centre.

Total Cost Savings & Donated/In-Kind – Please tally the value of donated and in-kind materials and include in the cost saving total.

Cost Effectiveness – Entrants may include up to 1,000 characters (spaces included) to explain special cost saving measures.

Total Revenue, Sponsorship & Other Income – If your initiative generated revenue, please provide a total. Please note that your revenue should not be subtracted from your total expenses.

ROI % – Return on Investment (ROI) is an important metric of award winning marketing initiatives. ROI is calculated in the following way:

$$\text{ROI} = \frac{(\text{Financial Gain from the Initiative} - \text{Cost of the Initiative})}{\text{Cost of the Initiative}} \times 100$$

Images for the Award 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 during the awards presentation, on the ICSC’s website, and in *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.
- All files must be high resolution (minimum 1MB) **and FEATURE A SINGLE IMAGE (no photo collages)**.
- Accepted image file formats: JPG, JPEG, PNG, GIF

Documentation

NEW!

Include one digital file (PDF or Word document) with up to **15 pages** of information related to your entry that documents your actions, provides proof of execution (samples of ads, creative, event photos, PR clips/screen captures) from the eligibility period, media blocking chart, total PR coverage generated and digital media metrics. The last page of should summarize the entry’s key results.

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 screen capture relevant materials and include as an in your Documentation PDF.

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

Audio and Video

In an effort to minimize costs associated with submitting an entry and ensure all entries are judged equally, centres are NO LONGER eligible to submit narrated summary videos. Any videos that don't adhere to the rules will be removed prior to judging.

You may upload only one audio and one video file to support your entry. Your audio or video should relate to either the advertising and/or PR from your entry.

NEW!

- Each file is limited to a maximum of **five minutes**. Judges will view or listen only to the first five minute of each file.
- Audio formats: .MP3, .WAV, .WMA, AVI, .WMV, .AIFF
- Video formats: 3GP, AAC, AVI, FLV, MP4, MPEG-2

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.

Situation and Objectives (UP TO 10 POINTS)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale, the ability to realistically achieve stated objectives, address a centre's challenges and opportunities. The judges will ask the following when assigning a score:

- Does the entry directly respond to the centre's situation with a clear problem or opportunity identified and realistically addressed?
- Was the situation based on strategic insights and facts, rather than opinions?
- Do the objectives appear capable of addressing the situation?
- Were SMART objectives presented?
- If qualitative objectives presented, could they be realistically measured?

CATEGORY ONE: MARKETING, continued

Action (UP TO 10 POINTS)

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

- Did the solution and actions taken maximize the opportunity to succeed and improve the situation/challenge?
- Was a target audience defined? Was the communication, media mix or strategy enlisted effective in reaching and engaging this audience?
- Did the actions exhibit creativity and innovation?
- Was a high level of competence and professionalism exhibited in the execution?
- Were materials and documentation appropriate for achieving the desired results? Was it believable?

Results (UP TO 20 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:

- Did the results align and were results provided for each of the outlined SMART objectives?
- Did the results provide tangible measurements and evaluate true impact?
- Were the results credible and justified with quantifiable data?
- Was the centre/company positively impacted by this initiative and owner's and retailers' interests well served? Were sales and traffic impacted? ROI delivered?
- Is this entry worthy of emulation by the rest of the industry?

Budget and Cost Benefit (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 or company funds were spent. Judges will ask questions the following questions when assigning a score:

- Did the amount spent appear to be a wise use of funds and an appropriate % of a centre's/company's total budget?
- Did the results achieved merit the expense? Was creativity and resourcefulness shown in growing the initiative's budget? For example, was there creative funding, sponsors, or cost savings?
- If the entry generated revenue, was this maximized through the initiative presented?
- Did the entry provide a realistic ROI?

Shopping centres are an integral part of their local communities and have a long history of community outreach. The ICSC Foundation Canada Community Support Awards program encourages and recognizes the industry's most innovative and impactful charitable initiatives.

The winner will be recognized at the Canadian Shopping Centre Awards Ceremony on **October 2, 2018** and their partner charity will receive a \$10,000 (U.S. Dollars) donation from the ICSC Foundation.

The winner will be automatically entered into a global competition for the prestigious Albert Sussman International Community Support Award. The winner of the Albert Sussman Award will be recognized at RECon and their partner charity will receive an additional \$15,000 (U.S. Dollars) donation from the ICSC Foundation.

RULES & REGULATIONS

Who Should Enter

We welcome all entries by a recognized shopping centre, shopping centre owner, developer or management company. **Community initiatives whose primary goal was to raise funds or to benefit a non-profit or charitable organization must submit their entry in the ICSC Foundation Canada Community Support Awards.** Shopping centres and their companies are no longer able to enter the same initiative/program in both the community and the Foundation categories.

How to Submit

All entries must be submitted online. Each entry must include a fully completed entry form along with an accompanying letter from the collaborative/benefitting charity. Supporting materials should be uploaded in the appropriate section where indicated. Applications must be in English.

Deadline

All entries must be submitted by **Monday, May 7, 2018.**

Entry Fees

The ICSC Foundation Canada Community Support Award program is free to enter.

Eligibility Dates

The campaign must have been implemented between **January 1–December 31, 2017.**

Eligibility

Qualified applicants are those that identify a specific need and create or participate in a campaign that addresses that need. Campaigns must be implemented in collaboration with or for the benefit of a recognized non-profit charity.

Rulings and Judging Decisions

The ICSC Foundation Canada makes all eligibility rulings and reserves the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final. All entries become the property of the ICSC Foundation Canada. By entering, all participants consent to the use by the ICSC Foundation of all the information provided in the entries for marketing or promotion purposes without any attribution, identification, right of review or compensation. All entrants agree to release and hold harmless the ICSC Foundation Canada from and against any claim or cause of action arising out of participation in the contest. The ICSC Foundation may, within its sole discretion, require each award winner to sign and return an affidavit of liability and publicity release, in which each winner consents to the use of their application data and photo/video by the ICSC Foundation Canada for advertising and promotional purposes, without any compensation, wherever lawful, as a precondition to acceptance of the award.

JUDGING CRITERIA

Campaign Mission

The Campaign addresses a specific need or cause that impacts the target community and is designed to create positive change.

Creativity and Innovation

The Campaign incorporates fresh and creative ideas in creation, implementation and promotion.

Community Impact and Effectiveness

The Campaign has clear objectives measured by funds raised, services offered, heightened awareness of an issue or combinations thereof.

Facilitation and Implementation

The Campaign demonstrates superior organization and planning skills with an emphasis on teamwork and collaboration. The use of centre-related resources to enhance results is important.

AWARD PRESENTATION AND RECOGNITION

The award winner will be notified by phone and/or email. The ICSC Foundation Canada will award the winner with a commemorative trophy and will contribute \$10,000 (U.S. Dollars) to the philanthropic charity supported by the campaign.

HOW TO ENTER

YOUR ENTRY MUST BE SUBMITTED ONLINE according to a specific format, as outlined herein. Register with your email address and create a password online. You only need to register once, and you can use your email and password in the future.

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 or loadable after the upload is complete.

Add to Cart

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can edit, change or print your entry.

ENTRY REQUIREMENTS

Description of Entry

The Description of Entry is used to compose commentary about the finalist and winning entries (max. 700 characters with spaces). The Description of Entry will be available for viewing by the judges.

Entry Summary

This section highlights why your campaign is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your campaign and should be concise.

The Entry Summary is to be written using bullet points only, to simplify the entry and judging process.

Note the maximum word counts for each question is **2,100 characters** with spaces.

1. Describe the focus of your community support campaign and how it aligned with the needs of your community.
2. What is the name and mission of the charitable organization that benefitted from your campaign and why did you select that organization?
3. Describe in detail the components of your campaign and how it used the resources of the shopping centre (customers, suppliers, employees, retailers, the facility and management) to achieve the campaign's objective.
4. Describe the campaign's results—long-term and short-term.
5. How did your campaign make your shopping centre a better corporate citizen?

Images for Awards Presentation

Upload 5 images related to your entry

- These images will not be viewed by the judges. If your entry is awarded the ICSC Foundation Canada Award, then some of the images will be used during the awards presentation, on the ICSC website, and in Shopping Centers Today.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.
- All files must be high resolution (minimum 1MB) and FEATURE A SINGLE IMAGE (no photo collages).
- Accepted image file formats: JPG, JPEG, PNG, GIF

Letter

Upload a letter written by a representative of your campaign's benefiting charity or cause that describes the impact of your campaign.

File Format: Word document or PDF

Video

In an effort to minimize costs associated with submitting an entry and ensure all entries are judged equally, centres are NO LONGER eligible to submit narrated summary videos. Any videos that don't adhere to the rules will be removed prior to judging.

You may upload only one video file to support your entry. Your video should relate to the campaign. 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.

- Video file formats: 3GP, AAC, AVI, FLV, MP4, MPEG-2

CATEGORY TWO: DEVELOPMENT AND DESIGN

This category recognizes world-class retail properties for their design and development creativity.

AWARD CLASSIFICATIONS



1. Renovations/Expansions
2. New Developments

SIZE CLASSIFICATIONS

Size Classifications have been eliminated to be consistent with other regional ICSC Global Award programs. All entries will be scored based on the judging criteria by the Awards Advisory Committee. Each submission will be evaluated on the outlined judging criteria regardless of their GLA.

JUDGING CRITERIA

Total Potential Score of 100 points. The economic success of the project as well as the quality of design, are among the judging criteria.

Presentation of Entry Materials (UP TO 5 POINTS)

- Quality and clarity completeness
- Conciseness and factualness

Land Use (UP TO 10 POINTS)

- Master site plan configuration and layout
- Circulation and parking, accessibility contextual response

Design (UP TO 30 POINTS)

- Entrances, place-making, and lighting
- Interior materials and finishes, exterior signage and wayfinding, landscape and mallscope

Development Goals (UP TO 15 POINTS)

- Market compatibility, footfall/customer traffic, merchandise mix, and occupancy level
- Adherence to budget and schedule

Productivity/Financial and Retail Performance (UP TO 15 POINTS)

- Sales productivity and CAM costs
- Occupancy at time of submission and ROI
- Average rent
- Tenant allowance and key money

Innovation (UP TO 15 POINTS)

- Degree of difficulty
- Community impact of public-private partnership

Sustainable Design (UP TO 10 POINTS)

- Sustainable sites
- Water and energy efficiency and selection of materials and resources
- Indoor Environmental Quality (IEQ)

ENTRY REQUIREMENTS

Description of Entry

The Description of Entry (max. 700 characters) is used to compose commentary about the finalist and winning entries. The Description of Entry will be available for viewing by the judges.

PROJECT INFORMATION

Renovation/Expansion Classification:

Please provided your before, after and the net difference in sq. ft. where applicable for the following:

- Total Retail Space (total GA including anchors)
- Total Gross Leaseable Area (GLA) (Small Shop Space Excluding Anchors)
- Total Area of Site
- Total Gross Floor Area (GFA)

New Development Classification:

Please provide the following in sq. ft. where applicable.

- Total Retail Space (total GA including anchors)
- Total Area of Site
- Total Gross Leaseable Area (GLA) (Small Shop Space Excluding Anchors)
- Total Gross Floor Area (GFA)

Mixed-Use Classification:

- Total Office sq. ft.
- Total Hotel sq. ft. and number of units
- Total Residential sq. ft. and number of units
- Transit Station sq. ft.
- Other (specify) sq. ft.

Development Schedule

- Original Opening Date
- Renovation/Expansion Date

CATEGORY TWO: DEVELOPMENT AND DESIGN, continued

Type of Project (check all that apply)

- Neighbourhood Centre
- Convenience Centre
- Regional Centre
- Super Regional Centre
- Fashion/Specialty Centre
- Transport Related
- Theme 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 such as to 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 office, hotel, residential, and sports venues as well as planned communities*

Project's Trade Area (select one)

- Suburban
- Urban Central Business District
- Urban but not Central Business District
- Rural
- Middle Market
- Other (Specify)
- Primary Trade Area Population & Radius (km)
- Secondary Trade Area Population & Radius (km)
- Annualized percentage of shoppers anticipated being from outside of trade area (e.g., tourists, conventioners) _____ % of shoppers

Physical Characteristics of the Project (check all that apply)

- Enclosed Centre
- Open-Air Centre
- Hybrid Centre
- Other (Specify) _____

Parking

- Total surface parking spaces
- Deck or underground parking (yes or no)
- Total deck parking spaces and number of levels
- Total underground parking spaces and number of levels

Retail Stores

- Total number of retail stores (excluding anchors)
- Total number of retail stores (including anchors)
- Number of retail levels

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.

Renovation/Expansion Classification:

Please cite before and after renovation/expansion.

- Average Annual Typical Rent/sq. ft. for Shops (*excluded: anchors, non-retail, non-entertainment uses such as office, hotel, residential, etc.*)
- Average Annual Typical Rent/sq.ft. for Anchors
- Average Tenant Improvement Allowance/sq. ft.
- Total Rent from the Project
- Total Annualized Sales/sq. ft. for first year
- Vacant GLA (*amount of small shop space not open for business shown as a percentage of GLA*) at date of opening and at date of submission
- Annualized average Common Area Maintenance (CAM), Insurance and Tax Charges of small shop GLA per sq. ft.
- If deck parking, how are taxes and maintenance of parking deck paid for? (*For example, is there a parking fee? Is there a charge to non-anchor tenants?*)

New Developments Classification:

- Average Annual Typical Rent/sq. ft. for Shops (*excluded: anchors, non-retail, non-entertainment uses such as office, hotel, residential, etc.*)
- Average Tenant Improvement Allowance/sq. ft.
- Total Annualized Sales/sq. ft. for first year
- Vacant GLA (*amount of small shop space not open for business shown as a percentage of GLA*) at date of opening and at date of submission _____ %
- Annualized average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft.
- If deck parking, how are taxes and maintenance of parking deck paid for? (*For example, is there a parking fee? Is there a charge to non-anchor tenants?*)

Entry Summary

This section highlights 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.

The Entry Summary responses are to be written using bullet points only, to simplify the entry and judging process.

Each response should be a **maximum 2,100 characters**, spaces included.

- Describe the architectural characteristics of the project you are submitting for an award.
- Describe your project's approach regarding sustainability (include any environmental/sustainability accreditations received).
- What is innovative about your project? Include any new design and development standards that were achieved.
- Why should your project be recognized by the ICSC Canadian Shopping Centre Awards program? Include the impact on key performance indicators and business success.
- **Renovation/Expansion Classification:** Why did you decide to renovate or expand the centre (physical condition, sales, tenant mix, vacancy)? How did it improve conditions?

Images for the Award 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, 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, visuals of the interior and exterior of the project.
Please provide singular images, no photo collages.
- For renovation projects, please submit at least four "before" and "after" shots of the project's interior and exterior
- Accepted image formats: JPG, JPEG, PNG, GIF. All files must be high resolution.

Photo Gallery

Include one digital file containing a maximum of 20 images related to your project.

- 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.
- Accepted file formats: Word document or PDF

NEW!

Note: the 15-page Documentation PDF is no longer required as part of the new streamlined entry process.

List of Tenants

Include one digital file of your list of tenants. Indicate for each tenant the size (GLA) of the space occupied. List all major tenants. Describe each tenant's type of retail operation, e.g., department store, supermarket, multiscreen theatres.

- Accepted file formats: Word document or PDF

Area Map/Site Plan

Include one digital file containing an area map showing the site and a site plan showing the centre's parking and street access.

- Include building floor plans and lease plan by level. For renovation/expansion projects, please include "before" and "after" site plans and floor plans.
- Accepted file formats: Word document or PDF

Video

You may upload or link only one video. The file is limited to a maximum of five minutes of content. 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 file formats: 3GP, AAC, AVI, FLV, MP4, MPEG-2

CATEGORY THREE: RETAIL STORE DESIGN

This category recognizes 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, 2017 and December 31, 2017**. Projects in this category may include services or other non-retail uses. There can be only one entry per store location.

SIZE CLASSIFICATIONS

Size Classifications have been eliminated to be consistent with other regional ICSC Global Award programs. All entries will be scored based on the criteria by the judges. Each submission will be evaluated on the outlined judging criteria regardless of their square footage.

JUDGING CRITERIA

Total Potential Score of 50. Entries are scored 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)

ENTRY REQUIREMENTS

Description of Entry

The Description of Entry (max. 700 characters) is used to compose commentary about the finalist and winning entries. The Description of Entry will be available for viewing by the judges.

Retailer Information

- Store Name
- Shopping Centre Name, Address, City, Province
- Size of Store in sq. ft.
- Company Name
- Architect Name
- Interior Designer Name
- General Contractor Name

Type of Merchandise (select one)

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

Development Schedule

- Opening Date

If Renovation:

- Original Opening Date
- Renovated Opening Date

Entry Summary

This section highlights 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 (**2,100 characters including spaces**).

- 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.
- Describe the integration of interior, storefront and merchandise displays.
- Describe the difference between the new concept and previous design (if applicable).
- Describe the specific materials used in creating the new concept. 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.
- Total cost per square foot including design, leasehold improvements and fixtures.

Images for the Award 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 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:

- 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
- Please provide singular images, no photo collages.
- Accepted image formats: JPG, JPEG, PNG, GIF, TIFF. All files must be high resolution.

Documentation

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

- Accepted file formats: Word document or PDF

Floor Plan

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

- Accepted file formats: Word document or PDF

Video

You may upload or link one video file per entry. The file is limited to a maximum of five minutes of content. Your video should feature the main architectural features inside and out of your store. If 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 formats: 3GP, AAC, AVI, FLV, MP4, MPEG