

2017



CRITERIA

The 2017 Midwest Prodigy Awards honor excellence in the apartment industry as both a competition and an awards event. In addition to an elegant award presented to winners, winning entries are promoted in industry and public press releases, as well as publications of the Indiana Apartment Association. Winners are encouraged to add Midwest Prodigy Awards logo to advertising, brochures and other print media.

The Midwest Prodigy Awards are now open to properties in the states surrounding Indiana. Only IAA management company members are allowed to submit nominations for these properties.

**VISIT WWW.MIDWESTMULTIFAMILY.ORG TO SUBMIT
NOMINATIONS.**

DEADLINE FOR SUBMISSIONS: JULY 7, 2017



2017 Midwest Prodigy Awards

Deadline: July 7, 2017

Cost: \$90 per entry

Eligibility: The community must be managed by an IAA member in good standing. Entries can come from properties in Indiana, Ohio, Illinois, Kentucky and Michigan.

Table of Contents

Best Overall Corporate Marketing Program	2
Best Overall Community Marketing Program	2
Best Brochure.....	2
Best Maintenance Shop	3
*Best Community Designed for the Physically Challenged	3
*Best Project Based Rent Subsidy Community	3
Best Tax Credit Affordable Housing Community	4
*Best Student Housing Community.....	4
*Best Community Corporate Suite Program	5
Best Community Resident Retention Program	5
Best Company Wide Employee Relations Program	6
Best Industry Related Innovation.....	6
Best Renovation Project	7
*Best Community Green Initiative Program	7
*Best Mixed-Use Community.....	8
*Best Use of Technology	8
Best Decorated Model	8
Best Lease-Up Community.....	9
Best Repositioning of an Asset.....	9
*Best Floor Plans	10
Best Overall Curb Appeal	10
Best Leasing Office/Clubhouse.....	10
Best Overall Amenities	11
Community of the Year	11
*Outstanding Regional Community of the Year	11

**Categories marked with an asterisk will be awarded during the opening luncheon of the Midwest Multifamily Conference on October 10, 2017, from 12:30pm – 1:30pm at the Indiana Convention Center. All other categories will be awarded at the Midwest Prodigy Awards dinner on October 11, 2017 at the Indiana Roof Ballroom.*

BEST OVERALL CORPORATE MARKETING PROGRAM:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Description of marketing efforts and key performance indicators
 - Uniqueness of marketing program
 - Use of social media channels
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST OVERALL COMMUNITY MARKETING PROGRAM:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Description of marketing plan and implementation timeline
 - Uniqueness of marketing program
 - Use of social media channels
 - Measurement of marketing program success
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST BROCHURE:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Unique concept brochure
 - Measurement of success of brochure
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces
- Two hard copies of brochure mailed to IAA office

BEST MAINTENANCE SHOP:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of space
 - Functionality and organization of space
 - How the uniqueness/functionality has increased efficiency and service to residents
 - Use of technology in shop
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST COMMUNITY FOR THE PHYSICALLY CHALLENGED:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Design features incorporated to benefit the overall asset
 - Services offered to ensure resident satisfaction
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on (examples include floor plans, interior/exterior spaces, programs/services offered to residents)
- Up to five PDF supporting pieces

BEST PROJECT BASED RENT SUBSIDY COMMUNITY:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be an apartment community that has at least 80% rent subsidy through either the Department of HUD or a state regulatory agency.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Design features incorporated to benefit the overall asset
 - Services/programs offered to ensure resident satisfaction
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST TAX CREDIT AFFORDABLE HOUSING COMMUNITY:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be an apartment community that has at least 50% of the units set aside for income eligible residents.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Design features incorporated to benefit the overall asset
 - Services/programs offered to ensure resident satisfaction
 - Amenity package description
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST STUDENT HOUSING COMMUNITY:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be apartment communities that are 100% student housing.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Programs/services to ensure resident satisfaction
 - Complete amenity package with details
 - Occupancy rate/retention
 - Measurement of success
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on (examples include floor plans, amenities, building exterior, model unit, etc.)
- Up to five PDF supporting pieces (examples such as marketing material or timeline of turn process)

BEST COMMUNITY CORPORATE SUITE PROGRAM:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be a corporate suite program designed for and benefitting a specific apartment community.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Marketing strategy
 - Services/programs offered to ensure resident satisfaction
 - Measurement of success of program
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on (examples include interior corporate suite, programs, etc.)
- Up to five PDF supporting pieces (examples include marketing pieces, floor plans, etc.)

BEST COMMUNITY RESIDENT RETENTION PROGRAM:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be a resident retention program for a specific apartment community.

Submission Requirements:

- A two page word document covering the following:
 - Description of retention program
 - Implementation of the program
 - Measurement of success of the program
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces (examples include marketing pieces, resident feedback, etc.)

BEST COMPANY WIDE EMPLOYEE RELATIONS PROGRAM:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of the program
 - Employee benefits
 - Corporate culture
 - Educational opportunities/leadership programs
 - Employee retention rate
 - Measurement of success of the program
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST INDUSTRY-RELATED INNOVATION:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries can include any idea with the potential for industry impact. Examples include an innovation in floor plan design, innovative community or corporate program, innovation in marketing, training or maintenance or technological innovation.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of the concept
 - Execution of the concept
 - Benefit provided to residents or community by the innovation
 - Impact on the apartment industry from innovation
 - Measurement of success of the program
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST RENOVATION PROJECT:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be any part of apartment community (units, leasing office, playground, hallways,

lobbies, indoor/outdoor, etc.) that have undergone some level of renovation; whether it be a complete renovation or partial rehab. Submissions for unit renovations must have 30% of all entrant's units scheduled for renovation by August 1, 2016.

Submission Requirements:

- A two page word document covering the following:
 - Length and scope of project
 - Accommodations made for residents during project
 - Impact of improvement
 - Cost effectiveness/Timeline of project
 - Measurement of success of the project
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on (examples include before and after photos of renovation)
- Up to five PDF supporting pieces

BEST COMMUNITY GREEN INITIATIVE PROGRAM:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be an apartment community that has initiated a green movement at their property.

Submission Requirements:

- A two page word document covering the following:
 - Benefit of program to residents, community, and environment
 - Cost effectiveness and savings associated with the program
 - Measurement of success of the project
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST MIXED-USE COMMUNITY:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries blend the combination of residential and at least one of the following; commercial.

institutional, or industrial use.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of the development
 - Benefit of development to the community
 - Measurement of success of the development
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST USE OF TECHNOLOGY:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Entries must be technology implemented at a specific apartment community.

Submission Requirements:

- A two page word document covering the following:
 - Benefit of technology at property for residents
 - Use of technology for leasing/maintenance
 - Measurement of success of the technology used at the property
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST DECORATED MODEL:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Describe the design concept
 - Uniqueness of model
 - Measurement of effectiveness of model
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST LEASE-UP COMMUNITY:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of lease-up program
 - Communication effectiveness between management company and construction/development teams
 - Communication effectiveness between property and residents during construction/development
 - Marketing plan for lease-up
 - Leasing goals set/achieved
 - Any additional information you would like to the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST REPOSITIONING OF AN ASSET:

Eligible entry activity must have occurred between July 1, 2016 and July 1, 2017.

Submission Requirements:

- A two page word document covering the following:
 - Cosmetic changes that occurred
 - Structural changes that occurred
 - Operational changes the occurred
 - Measured outcome of the improvement to the asset
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST FLOOR PLANS:

Entry categories include under 800 square feet (1-10 years and 11+ years in age), 801-1100

square feet (1-10 years and 11+ years in age), and 1100+ square feet (1-10 years and 11+ years in age)

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of floor plan
 - Efficient use of space
 - Benefits of floor plan to the resident
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST OVERALL CURB APPEAL:

Entry categories are properties 1-10 years in age and properties 11+ years in age.

Submission Requirements:

- A two page word document covering the following:
 - Design and layout of curb appeal
 - Impact on community/environment
 - Functionality of curb appeal
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST LEASING OFFICE/CLUBHOUSE:

Entry categories are properties 1-10 years in age and properties 11+ years in age.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness and efficient use of space
 - Benefits to ensure resident satisfaction
 - Use of technology in leasing office/clubhouse
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

BEST OVERALL AMENITIES:

Entry categories are properties 1-10 years in age and properties 11+ years in age.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness & variety of amenities offered
 - Benefits to ensure resident satisfaction
 - Measurement of satisfaction from amenity usage
 - Use of technology in amenities
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

COMMUNITY OF THE YEAR:

Entry categories include New Development, 2-5 years in age, 5-10 years in age, and 11+ years in age.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Complete amenity package with details
 - Services/programs offered to ensure resident satisfaction
 - Measurement of resident retention
 - Marketing plan used for property
 - Any additional information you would like the judges to know
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces

OUTSTANDING REGIONAL COMMUNITY OF THE YEAR:

Entry categories include Fort Wayne & surrounding counties, Merrillville/South Bend/Gary and surrounding counties, Evansville and surrounding counties, and New Albany/Jeffersonville area.

Submission Requirements:

- A two page word document covering the following:
 - Uniqueness of property
 - Complete amenity package with details
 - Services/programs offered to ensure resident satisfaction
 - Measurement of resident retention
 - Marketing plan used for property
 - Any additional information you would like the judges to know that makes this property outstanding
- Up to ten digital JPEG photographs supporting what the submission is judged on
- Up to five PDF supporting pieces