



2021 PROJECT CATEGORY AWARDS SUBMISSION REQUIREMENTS

Thank you for submitting your project for the CREW Detroit 2021 Impact Awards. The judges will select three (3) Southern Michigan developments that significantly impact the surrounding community in the following categories:

- Renovation/adaptive reuse
- New construction
- Special impact project

Committee

Rachel Pannell - Chair
Thomas Duke

Amy Murray - Co-Chair
Interior Environments

Tori Manix - Board Liaison
Plante Moran REIA

Brandi DeBell
MarxModa

Courtney Wood
Dwyer Marble

Stacey Tobar
Giffels Webster

Ciara Walser
National Door Systems

Whitney Findlay
Findlay Investments

Heather Obrecht White
AKA Architects

Sara Faircloth
All Steel

Jennifer Manix
Knight Watch

Samantha Campau
Plante Moran REIA

To qualify, a project must meet the following criteria:

- Must be substantially completed (able to be used for the intended use) between January 1, 2019 and August 1, 2021. This date range is longer than in years past due to projects impacted by COVID-19.
- Involve at least one company with a CREW Detroit member
- Located in Southern Michigan (see map located online for the boundaries)
- Have a significant social, economic or environmental impact on the surrounding community
- Illustrate design or construction innovation, creative use of existing materials, sensitive land use, etc.
- Projects can't be previously submitted

A **Renovation/Adaptive Reuse** project is defined as one that maintains at least 60 percent of the original building footprint.

A **New Construction** project is defined as a ground-up project, or an addition to an existing building that exceeds the original building's square footage. Brownfield sites are acceptable.

A **Special Impact** project is defined as any project that has made a unique impact on its surrounding community, whether it be social, economic or environmental. The **Special Impact** winner is selected from projects entered into either the Renovation/Adaptive Reuse or New Construction category. This award is selected at the judge's discretion, and after the winners of the other two categories are selected. *Note: the winner of the Special Impact Award cannot be the same as a winner of another category.*

Submittal Requirements – Due Friday August 13, 2021

Twelve (12) 8.5 x 11, spiral bound booklets, printed in color, that include the appropriate six sections as defined in the Table of Contents outlined in this submittal package.

- An electronic version of the entire submittal package on a flash/USB drive.
- All submitted documents should be in PDF format.
- All submitted photographs must be in JPEG (.jpg) format.
 - Each photograph should be an individual file with a minimum resolution of 1024 x 768.
 - Include a minimum of five photos.
- Include a maximum 200-word narrative, in a separate document (Word) that includes the project name, location, a summary of the project and the impact the project has on its community.

90 to 120 Second Video – Due Friday August 13, 2021

We are asking each submission to include a 90 to 120 second video of their project. You can make it whatever you want – a walkthrough of your project with a narrative, an interview with the project manager, a conversation with the client about the project...the focus is up to you! You can use a smartphone or video camera for your submission. Videos will be edited together and shown at the Impact Awards to highlight your submission.

Requirements and Guidelines

- One (1) 90 to 120 second video, shot in landscape mode
- .mp4, MPEG4 or .mov will be accepted
- DO film your video in natural light without filters
- DO film with a steady hand
- DO keep your video within the length guidelines
- DO NOT film your video in an area with background noise
- DO NOT film in dark areas or where shadows are being casted

Display Board Requirements – Due Friday August 13, 2021

- 30" x 30" Square Lightweight Board
- 1/4" Thick Maximum
- CREW Detroit Impact Award Logo displayed on the front
- Minimum of five (5) photos, but as many as you see fit in order to communicate the necessary elements of the project.
- Narrative including project name, location, brief summary and impact on community.
- Contact name, address and phone number of the company submitting the project should be located on the back.

Please note: Your submission and display boards are due on the same day.

Please complete all requested information and organize all project data in its designated section, as outlined in the Table of Contents. *Please note: In Section 5, at least one (1) site plan or aerial must be provided. If further explanation of your project is required, you can include press clippings, progress photos, testimonials, etc.*

The 2021 winners will be announced prior to the event. The awards will be presented at the Impact Awards Gala anticipated to take place in December 2021 (more event information to be announced once finalized). This event attracts hundreds of commercial real estate professionals throughout the State of Michigan, and always sells out.

If you have any questions, please contact Samantha Campau by phone or email.

Entries are due no later than 4:00 p.m. Friday August 13, 2021. Please submit one copy electronically to rpannell@thomasduke.com and one copy to our Farmington Hills drop-off location listed below:

CREW-Detroit
c/o Rachel Pannell
37000 Grand River Ave., Ste 360
Farmington Hills, MI 48335
rpannell@thomasduke.com

TABLE OF CONTENTS

SECTION 1

A. Executive Summary (no more than 1 page)

- Please provide an overall summary of your project highlighting the items mentioned in the sections below. Identify if the project is Renovation/Adaptive reuse or New Construction.

B. Press Release Description (no more than 50 words)

- This short description of the project will be used in the event program and press releases.

C. Video Description (no more than 200 words)

- This description is used to draft the video script for your project.

SECTION 2

Project Fact Sheet (No more than 2 pages)

- See attached outline. Please provide a contact name to set up a tour as an option for the Impact Award judges. This contact may be a representative from submitting firm or another member of the Project Team.

SECTION 3

Project Team (No more than 2 pages).

- Be sure to denote all CREW member companies within the Project Team.

SECTION 4

Project Challenges and Solutions (No more than 3 pages)

- What challenges did the team encounter and how did you overcome those challenges?
- What innovative solutions did you develop in response to these challenges?
- This section might include permits, overall site challenges, financing, community and/or design/construction innovations.
- Insert pictures or drawings, as needed, to further illustrate the challenges you faced and the solutions.

SECTION 5

Relationship to Site (No more than 2 pages)

- How does the project relate to its physical location and neighboring areas?
- Please include site plan or aerial view.

SECTION 6

Social, Environmental and Economic Impact(s) (No more than 2 pages)

- What are the factors that impact the community, or users, from a human element?
- How many jobs were created, user impacted, etc.?
- What environmental factors were improved?

SECTION 2

Project Fact Sheet

Project Name: _____

On Site Contact Information: _____

Address: _____

Date Completed: _____

Contact Person to Schedule a Tour of Facility: Name: _____

Phone Number: _____

Gross Square Feet: _____

Current Use: _____

Prior Use (If applicable): _____

Tenants/Occupants: _____

Amenities/Features: _____

SECTION 2
Project Fact Sheet (Continued)

Other Special Features:

Contact Information
of Submitting Company:

CREW Member Company:

CREW Member Name:

SECTION 3

Project Team

Your project may or may not have included the team members listed below.
Please complete as applicable (you may use your own format if desired).

Owner: _____

Address: _____

Tel. #: _____

Contact: _____

Developer: _____

Address: _____

Tel.#: _____

Contact: _____

Const. Mgr: _____

Address: _____

Tel. #: _____

Contact: _____

Architect: _____

Address: _____

Tel.#: _____

Contact: _____

Designer: _____

Address: _____

Tel. #: _____

Contact: _____

Financial Institution: _____

Address: _____

Tel.#: _____

Contact: _____

Broker: _____

Address: _____

Tel. #: _____

Contact: _____

Attorney: _____

Address: _____

Tel.#: _____

Contact: _____

Surveyor: _____

Address: _____

Tel. #: _____

Contact: _____

Environmental: _____

Address: _____

Tel.#: _____

Contact: _____

SECTION 3

Project Team (Continued)

Engineer: _____

Address: _____

Tel. #: _____

Contact: _____

Property Mgr.: _____

Address: _____

Tel.#: _____

Contact: _____

**Planning/
Zoning:** _____

Address: _____

Tel. #: _____

Contact: _____

**Title
Insurance:** _____

Address: _____

Tel.#: _____

Contact: _____

Other team member: _____

Address: _____

Tel.#: _____

Contact: _____

SECTION 4

Project Challenges and Solutions

Please use your own format for this section.

SECTION 5

Relationships to Site

Please use your own format for this section.

SECTION 6

Social, Environmental and Economic Impact(s)

Please use your own format for this section.