



## **2021 Multifamily Executive Awards**

### **Eligibility**

Eligible submissions include projects that opened for occupancy between July 1, 2019, and Dec. 1, 2020, as well as activities and programs in progress during that time. Buildings that have opened only for pre-leasing are ineligible. Programs and initiatives must have begun during this time, but it is OK if they are ongoing. Entries are limited to projects in the U.S. and executives and initiatives from U.S. companies. Vendors are not permitted to enter the contest. Entries that have previously won an MFE Award may not be re-entered.

### **Deadlines**

Early Bird Deadline: April 2, 2021

Final Deadline: April 23, 2021

### **Fees \*No refunds will be issued\***

Single entry: \$150

Three or more entries: 30% discount on your total purchase

Late Fee (applies to entries registered after April 2, 2021): \$75 per entry

### **Application Process**

The MFE Awards are completely digital. You can register, complete the applicable entry forms, and upload images and floor plans by submitting everything through our three-step process. Please do not mail any materials to our offices.

- 1. Registration:** Register each entry name and its category and pay the applicable entry fees. *You must pay your fee before you can upload additional materials.* You'll automatically be forwarded to step two to provide additional information. Please note: You will not be able to edit any information on your registration(s) after you've paid. **Any entries registered after April 2, 2021, will incur a \$75 late fee.**
- 2. Project Materials:** Fill out the required online submission forms and upload your entry materials as detailed in the PDF on the "Categories" tab of this website. You may also return to this website to add to or modify your entry at a later date before submitting it. (Note: This section is called "Submission Materials" on your application.)
- 3. Submission:** Finalize and submit your entries. Once you finalize and submit an entry, you will not be able to edit it further. All submissions must be finalized by April 23, 2021.



**Rules and Regulations**

**Notification:** Winners will be notified by the end of June, but we will not disclose the type of award won (Grand vs. Merit) until the MFE Conference, Sept. 13-15, 2021.

**Judges’ Discretion:** Entries can win either a Grand or Merit award in each category (except in Executive of the Year and Rising Star of the Year). Our judges reserve the right not to award either type of winner in any category. Executive of the Year nominations are considered, but the judges reserve the right to look beyond the nominations in selecting a winner.

**Publishing Rights:** All materials submitted to the Multifamily Executive Awards program become the property of Multifamily Executive. You must obtain written permission from your photographer(s) to release any images you submit for publication consideration. Multifamily Executive retains the right to consider all nonwinning entries for future publication. Keep a copy of all your entry materials.

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## **Executive of the Year**

An Executive of the Year is someone with *no fewer than 10 years of experience* in the apartment industry and who has excelled at leading his/her company in the past 12 months. He/she can be recognized for taking the company to new heights, leading a particularly challenging deal, guiding the company through hard times, and more. The winning nomination will clearly state why this past year has been particularly important for this executive and how he/she conquered the obstacles in his/her path.

### Information:

Executive's name, title, and company

### Supporting Statements:

Provide a brief background statement on the company nominating the executive. (max. 200 words)

Provide a brief description of the executive nominated, including leadership style and personality. (max. 300 words)

Provide the significance of the individual's achievements in the past 12 months as it relates to the company he/she represents and to current industry conditions. (max. 300 words)

Describe the most significant challenges confronting this executive in the past 12 months and how he/she has faced them. (max. 300 words)

### Materials:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 1 portrait of the executive
- Up to 5 photographs of executive in action (at conferences or on the site) or of communities he/she oversaw (not required)

A letter of recommendation from a peer or advisor outside the company

A letter of recommendation from a C-suite executive or board member of the company

Most recent annual report (public firms only)



## **Rising Star of the Year**

An MFE Rising Star is someone whose career has no end in sight. With *fewer than 10 years of experience*, these promising employees have proved themselves time and again as burgeoning leaders in their communities. This nomination should clearly express the growth of this employee in the past few years and his or her desire for growth in the apartment industry in the future.

### Information:

Nominee's name, title, and company

### Supporting Statements:

Provide a brief background statement on the company nominating the executive. (max. 200 words)

Provide a brief description of the person nominated, including leadership style and personality. (max. 300 words)

Provide a list of all the nominee's positions held in the multifamily industry and a list of roles in industry associations or organizations that demonstrates active participation in promoting or representing the multifamily industry. Please specify dates and duration of positions and roles. (max. 200 words)

Describe the three most significant achievements of the nominee, one of which must be a new program, system, or initiative that has had a material, quantifiable impact on the company's performance or reputation. (max. 400 words)

Describe the nominee's goals and ambitions for furthering his/her career in the multifamily industry. (max. 300 words)

### Materials:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 1 portrait of the executive
- Up to 5 photographs of executive in action (at conferences or on the site) or of communities he/she oversaw (not required)

Letter of recommendation from CEO

Letter of recommendation from direct supervisor (if CEO is direct supervisor, then use an industry colleague outside the firm)



## **Community Service**

Submissions in this category should focus on how companies are giving back to their communities, whether it's programs specific to individual communities or corporate initiatives. Successful programs must go beyond simply donating money. Submissions may also include COVID-19 community responses. Nominations should express the impact on the community, as well as on the employees or corporate culture.

### Information:

Title of program

Executive in charge of program (name, title, company)

Beginning date

End date (may be ongoing)

### Supporting Statements:

Provide a brief background statement on the company nominating its program. (max. 200 words)

Describe the charity organization or the community service program with which your company was involved. (max. 300 words)

Explain how, specifically, your company participated, i.e. donations, employee involvement, etc. (max. 400 words)

Explain the benefits (employee morale, tax deductions, marketing, etc.) the program has brought the company. (max. 300 words)

### Materials:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 4-8 images that show the program highlights



## **Marketing and Advertising**

Submissions should feature new campaigns for the company or for individual communities. Successful submissions will demonstrate how the campaign grabbed residents' attention and contributed to the branding of the community, as well as express how the campaign affected the company's reputation, community's lease-up, and revenue generation.

### Information:

Executive in charge of program (name, title, company)

Campaign name

Campaign start date

Campaign end date (may be ongoing)

### Supporting Statements:

Provide a brief background statement on the company nominating its campaign. (max. 200 words)

State the target audience for the campaign and how the campaign effectively reached that segment. (max. 300 words)

Describe the campaign in detail, including all promotional items, collateral, or media (e.g., social outlets, websites, SEM, radio, etc.), and an overall estimated cost. Include the ROI for the entire campaign. (max. 400 words)

List who was involved in creating the campaign, describing all parties' roles. If a third-party firm was involved, describe their participation and provide a name and phone number of a primary contact. (max. 300 words)

Explain how the campaign benefited lease-up. Please provide specific metrics. (max. 200 words)

### Materials:

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 2 images of the property or company being promoted in the campaign

5-12 samples of the advertising and promotional program being submitted, including video, websites, images of logos, and PDFs of print ads and/or flyers.





## **Best Amenity**

The amenities race is still going strong, and developers are going beyond standard clubhouses and fitness centers in addition to adapting to the COVID-19 pandemic. Submissions for this category will represent bold thinking in amenities, adding value to the community.

### **Information:**

Project name

Project location

Executive in charge of project (name, title, company)

Developer (name, contact, email)

Architect (name, contact, email)

Builder

Project completion date

Estimated total cost (we will withhold from publication)

### **Supporting Statements:**

Provide a brief background statement on the company nominating the amenity. (max. 200 words)

Provide a brief summary of the project. (max. 300 words)

Describe the amenity. (max. 300 words)

Explain how the amenity meet residents' wants or needs. (max. 300 words)

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Provide information on whether the amenity has additional revenue streams. (max. 100 words)

Note whether the amenity was completed through a renovation.

If so, provide information on the previous amenity and how this upgrade adds value to the property (max. 300 words). NOTE: renovation includes projects where a former space of the building was renovated to create a new amenity that was not there before.

### **Materials:**

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 1-5 images of the amenity (if it is a renovated amenity—regardless of whether the amenity itself was renovated or a former section of the building was renovated to create the amenity—provide a “before” image of the former space)



### **Best Unit Design**

As units have gotten smaller, smart use of square footage has become increasingly more important. Submissions in this category should highlight the layout and design of the units and how choices in use of space and finishes add value to the resident. Entrants can submit a single unit type or multiple unit types in a new or renovated building.

#### **Information:**

Project name

Project location

Developer (name, contact, email)

Architect (name, contact, email)

Interior Designer

Project completion date

Unit(s) square footage

Unit type (studio, one-bedroom, etc.)

#### **Supporting Statements:**

Provide a brief background statement on the company nominating the project. (max. 200 words)

Provide a brief summary of the project. (max. 300 words)

Describe the target demographic and how the unit(s) layout and design meet that target's needs. (max. 300 words)

Describe any challenges encountered in the unit design. (max 300 words)

Describe the materials, finishes, and/or staging chosen for the unit, and why. (max 200 words)

#### **Materials:**

Photographs: Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 3-10 images of the unit(s)

Floor plan of unit(s)





**Project of the Year:** High-Rise (13+ Stories); Mid-Rise (5 to 12 Stories); Garden-Style Walk-Up (1 to 4 Stories); Senior; Student

**Information:**

- Project name
- Project location
- Developer (name, contact, email)
- Architect (name, contact, email)
- Builder
- Open for occupancy date
- Project completion date
- Total number of units in project
- Range of units (unit types)
- Range of unit sizes (in square feet)
- Sales price or rental rate of unit
- Number of units sold/leased as of today's date
- Total development cost (withheld from publication)
- Green certifications (not required)

**Supporting Statements:**

- Provide a brief background on the company nominating the project. (max. 200 words)
- Provide a brief summary of the project. (max. 300 words)
- Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (max. 400 words)
- Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the units, common areas, marketing, and services. (max. 300 words)



**Project of the Year: High-Rise (13+ Stories); Mid-Rise (5-12 Stories); etc. (cont'd)**

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Identify any green features of the project or sustainable practices used in the building process, including any green certifications obtained. (max. 300 words)

Describe the amenities package of this project (max 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication.**)

**Note:** We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

**Materials:**

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 6-15 images of the project, such as landscaped exteriors, furnished interiors, and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google.

PDF of all community and unit floor plans

PDF of site plans



**Project of the Year:** Affordable (100%); Mixed-Income (15% or more units affordable)

Information:

Project name

Project location

Developer (name, contact, email)

Architect (name, contact, email)

Builder

Open for occupancy date

Project completion date

Total number of units in project

Range of units (unit types)

Range of unit sizes (in square feet)

Sales price or rental rate of unit

Breakdown of units by percent of AMI served

Number of units sold/leased as of today's date

Total development cost (withheld from publication)

Green certifications (not required)

Questions:

Provide a brief background on the company nominating its project. (max. 200 words)

Provide a brief summary of the project. (max. 300 words)

Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (Mixed-Income category entrants must provide a breakdown of units by income restriction.) (max. 400 words)



**Project of the Year:** Affordable (100%); Mixed-Income (15% or more units affordable)

Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the units, common areas, marketing, and services. (max. 300 words)

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Identify any green features of the project or sustainable practices used in the building process, including any green certifications obtained. (max. 300 words)

Describe the amenities package of this project. (max. 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication.**)

**Note:** We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

**Materials:**

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 6-15 images of the project, such as landscaped exteriors, furnished interiors, and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google.

PDF of all community and unit floor plans

PDF of site plans



**Project of the Year: Adaptive Reuse and Apartment Renovation**

**Information:**

Project name

Project location

Developer (name, contact, email)

Architect (name, contact, email)

Builder

Open for occupancy date

Project completion date

Total number of units in project

Range of units (unit types)

Range of unit sizes (in square feet)

Monthly rent before renovation

Monthly rent after renovation

Number of units sold/leased as of today's date

Total development cost (withheld from publication)

Green certifications (not required)

**Questions:**

Provide a brief background on the company nominating the project. (max. 200 words)

Provide a brief summary of the project. (max. 300 words)

Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (max. 400 words)



**Project of the Year: Adaptive Reuse and Apartment Renovation (cont'd)**

Describe the scope of work involved, including the use of creativity; any historical sensitivity in the renovation or adaptive reuse; and any innovations in land planning to ensure the compatibility with surrounding developments. (max. 300 words)

Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the units, common areas, marketing, and services. (max. 300 words)

Identify any unusual constraints or opportunities, and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Identify any green features of the project or sustainable practices used in the building process, including any green certifications obtained. (max. 300 words)

Describe the amenities package of this project. (max. 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication.**)

**Note:** We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

**Materials:**

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 8-15 images of the project, such as landscaped exteriors, furnished interiors, and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google. Label your photographs as “before” and “after,” and include shots of common areas, units, and/or exteriors.
- *Note: do not upload side-by-side comparison shots of “before” and “after” photos. Please upload them separately, indicating the “before” shot and “after” shot in the title of the file and in the caption section included on the form.*

PDF of all community and unit floor plans

PDF of site plans





### **Project of the Year: Mixed-Use**

As walkability and the “live-work-play” lifestyle become increasingly important to renters, the number of mixed-use projects has increased. These projects have greater challenges than stand-alone multifamily buildings, especially in urban areas. Submissions in this category will represent creative uses of retail space, and exemplify ways developers can overcome the financial and design challenges that occur when constructing a mixed-use project.

#### **Information:**

- Project name
- Project location
- Developer (name, contact, email)
- Architect (name, contact, email)
- Builder
- Open for occupancy date
- Project completion date
- Total number of units in project
- Range of units (unit types)
- Range of unit sizes (in square feet)
- Sales price or rental rate of unit
- Number of units sold/leased as of today’s date
- Total development cost (withheld from publication)
- Green certifications (not required)



**Project of the Year: Mixed-Use (cont'd)**

**Supporting Statements:**

Provide a brief background on the company nominating the project. (max. 200 words)

Provide a brief summary of the project. (max. 300 words)

Explain why the project deserves this award in terms of architecture, including curb appeal, floor plan and site plan efficiency, creative use of building materials, and interior and exterior design quality. (max. 400 words)

Discuss the specific needs of the target market(s) and how those needs were addressed in terms of the project's units, common areas, retail spaces, marketing, and services. (max. 300 words)

Discuss the mixed-use aspect of this project, providing information about the retail and other spaces included, and what those contribute to the community as a whole. (max. 300 words)

Identify any unusual constraints or opportunities and describe how they were handled. (max. 300 words)

Explain your involvement with government and/or community officials to bring the property to fruition. (max. 300 words)

Describe the amenities package of this project. (max 200 words)

Discuss the financing used for this project. (Entrants who do not include this information will be disqualified. **We will withhold this information from publication.**)

**Note:** We are looking for the various types of financing (i.e., construction loan, perm loan, housing tax credits, etc.), not sources (e.g., Bank of America), along with an overall estimated project cost, to help determine cost efficiency. (max. 200 words)

**Materials:**

Photographs: *All images must be a minimum of 300 dpi and not exceed 4,000 pixels in width or height.*

- 6-15 images of the project, such as landscaped exteriors, furnished interiors, ground floor retail spaces and, if possible, an aerial view showing how the project fits into the greater neighborhood. If an aerial photo is not available, please provide a satellite image via Google.

PDF of all community and unit floor plans

PDF of site plans