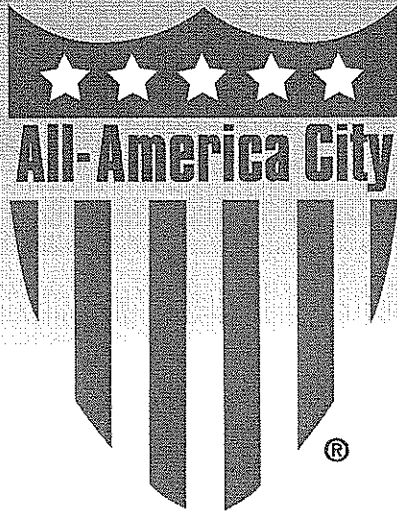


# YOUR INVITATION TO APPLY FOR THE 2010 All-America City Award

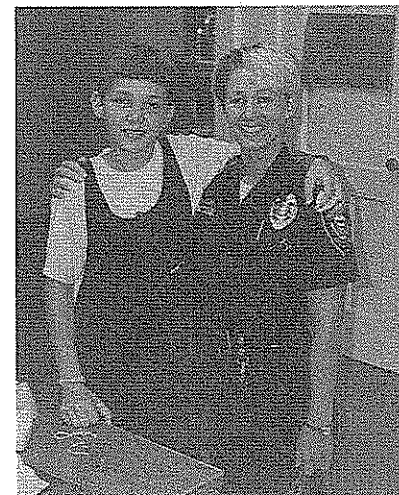
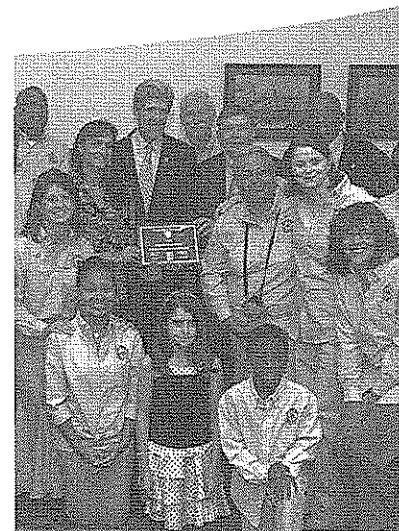
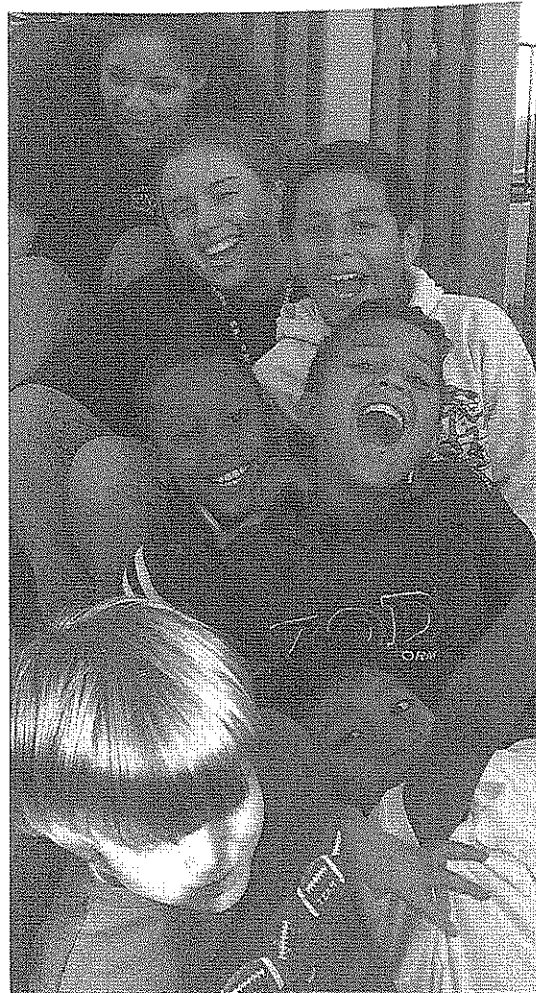
*A program of the National Civic League*



“Just when you think the country might come apart, the All-America Cities competition delivers a yearly, youthful jolt of civic hope.”

— Curtis Johnson

*President, Citistates Group, and Citiwire.net columnist*



## INVITATION TO APPLY

The National Civic League invites you to apply for America's oldest and most prestigious community recognition award, now in its 61st year. The All-America City Award recognizes exemplary grassroots community problem solving and is awarded to communities of all sizes that collaboratively tackle challenges and achieve results. Apply as a neighborhood, village, town, city, county or region. The 2010 new and streamlined application form is now available!

### National Civic League's Community Services Can Help Your Community!

NCL can help your community with short-term interventions, an update to your previous strategic plan, council goal setting, process design for citizen engagement efforts, or training for staff on community-based processes. NCL has a two-decade track record of excellent, capacity-building assistance.

Among the areas we can help include:

- Local government and resident civic engagement fiscal priority identification;
- Facilitation: Short-term interventions and longer term planning;
- Transportation-Oriented Development community engagement and development;
- Sustainable/Green Solutions planning and community engagement;
- Capacity building to better connect local government and residents;
- Recreation center community-centered planning;
- Strategic Planning: inclusive with a focus on cross sector participation – these processes are customized to meet all types of timelines, and have transformed communities;
- Council Goal Setting – working with councils and boards to set annual and long term goals;
- Process Design and Capacity Building – assistance in planning process designs or any community participation efforts; and
- Training – from community engagement to charter changes, NCL can help communities get the skills to move forward.

Please let us know how we can help. Call Derel Okubo, Senior Vice President, at 303-571-4343 or email [ncl@ncl.org](mailto:ncl@ncl.org). For more information see [www.ncl.org](http://www.ncl.org)



## ALL-AMERICA CITY BENEFITS

**Economic Stimulus:** All-America City finalists and winners receive national attention, a boost for recruitment of industry, jobs and investments. The All-America City status has helped winners attract new and retain businesses that mean jobs and a stronger tax base. Winners have also seen an increase in tourism, grants, and bond ratings.

**Increased Civic Engagement:** The All-America City Award has transformed participants and their communities. From the application to the competition, this program promotes hope and energizes people with a can-do spirit. All-America Cities are national models, inspiring others who face similar critical challenges.

**How is the All-America City Award Unique?** More than 500 cities, towns, counties, neighborhoods and regions have won this prestigious award since 1949. It is given to the entire community! Some communities have won it 5 times! The application process itself presents a unique opportunity for communities to evaluate themselves and foster stronger community partnerships.

## ALL-AMERICA CITY AWARD CRITERIA

Exemplary grassroots community problem solving with:

- ☆ Cross-sector collaboration
- ☆ Inclusiveness
- ☆ Community civic engagement
- ☆ Innovation and community impact

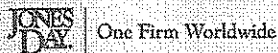
## EXPERIENCE AAC!

- ☆ Get your All-America City Award booster shot by winning it again!
- ☆ Connect and share your lessons learned and dialogue about your most critical issues
- ☆ Connect with leaders from around the country
- ☆ Save money with the reduced application fee!

## APPLY NOW

- ☆ Download a copy of the new, streamlined 2010 application at [www.ncl.org](http://www.ncl.org)
- ☆ Connect with past winners for advice and visit [www.ncl.org](http://www.ncl.org) for background information
- ☆ Participate in a how-to-apply webinar
- ☆ Need more information? Contact Kristin Seavey, AAC Program Coordinator, at 303-571-4343 or [kristins@ncl.org](mailto:kristins@ncl.org)

### 2009 and 2010 Sponsors:



*"...a winning formula that showcases very well the enthusiasm, dynamic spirit, and innovative ideas of so many diverse communities, and I would encourage as many communities as possible to experience All-America City for themselves. They will never be the same again; they will, as we did, return home with a renewed pride in our nation and in their own community."*

— David Bradley, President/CEO  
Greater Statesville Chamber of  
Commerce, Statesville, NC  
2009 All-America City

*"...unleashes human talent and energy"*

— John W. Gavilner, NCL Chairman  
1994-1996

*"...a Nobel prize for constructive citizenship"*

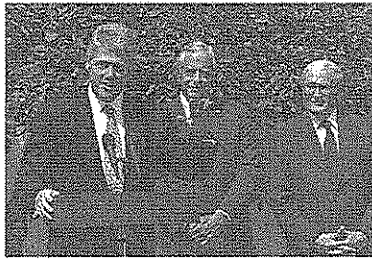
— George H. Gallup, NCL Chairman  
in National Civic Review, December 1953



YOUR INVITATION TO APPLY FOR  
THE ALL-AMERICA CITY AWARD!

**National Civic League**

Home of the AAC Awards  
1640 Logan Street  
Denver, CO 80203



All-America City White House Ceremonies

## 2010 TIMELINE

**Application Deadline:**  
Monday, March 15, 2010

**Finalists Announced:**  
On or before April 5, 2010

**61st All-America City Awards:**  
June 16-18, 2010  
Kansas City, Missouri  
Hyatt Regency Crown Center

*"There's wonderful work going on around the country in communities small and large," said NCL Board Chair Sandra Freedman. "It's uplifting to find that out because we always hear the bad, and these are great stories. This is the good."*

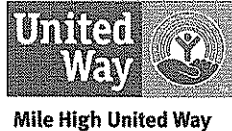
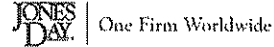
*"I came home more in love with my community than ever before."*  
Tracy Winchell, Economic Development Coordinator, 2009 AAC  
Finalist Fort Smith, Arkansas.



## 2010 All-America City Award Application

Application Due: Monday, March 15, 2010  
Competition: June 16-18, 2010, Kansas City, Missouri

### We thank our 2009/2010 Sponsors:



### Community Information

Community name and state: \_\_\_\_\_

Your community is applying as a:

\_\_\_ Neighborhood \_\_\_ Village \_\_\_ Town \_\_\_ City \_\_\_ County \_\_\_ Region

If applying as a region, name participating communities: \_\_\_\_\_

If applying as a neighborhood, name city: \_\_\_\_\_

Has your community applied before?  Yes  No If Yes, which years: \_\_\_\_\_

Has your community been a Finalist before?  Yes  No If Yes, which years: \_\_\_\_\_

Has your community been an All-America City before?  Yes  No If Yes, which years: \_\_\_\_\_

### Contact Information

All-America City Award contact (primary contact person available throughout entire competition and for follow-up):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization/Government: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone (business/day): \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Fax (business/day): \_\_\_\_\_

Phone (home/evening): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

List the 3 individuals who most actively participated in filling out this All-America City Award application (add additional lines if needed): (Provide name and title, organization/government, phone number & e-mail address)

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The applying community will receive a complimentary membership (or membership renewal if an AAC application was submitted last year) to the National Civic League for one year. To whom should this membership be directed?

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

If we are designated an All-America City, we agree to follow NCL's rules regarding use of the All-America City Award logo, a registered trademark of the National Civic League.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

### Community Statistics

Note: Use the most up-to-date statistics possible for your neighborhood, town, city, county, or region (source suggestions: U.S. Census Bureau, State Department of Economic Security, State Department of Finance, Department of Public Health, and local school statistics).

POPULATION (in year 2000 or most recent): \_\_\_\_\_

Source/Date: \_\_\_\_\_

POPULATION PERCENTAGE CHANGE 1990-2000 (indicate + or -): \_\_\_\_\_ %

Source/Date: \_\_\_\_\_

#### RACIAL/ETHNIC POPULATION BREAKDOWN:

White	_____ %
Hispanic or Latino (of any race)	_____ %
Black or African American	_____ %
Asian	_____ %
American Indian and Alaska Native (AIAN)	_____ %
Other	_____ %

Source/Date: \_\_\_\_\_

MEDIAN FAMILY INCOME: \$ \_\_\_\_\_

Source/Date: \_\_\_\_\_

PERCENTAGE OF FAMILIES BELOW POVERTY LEVEL: \_\_\_\_\_ %

Source/Date: \_\_\_\_\_

UNEMPLOYMENT RATE: \_\_\_\_\_ %

Source/Date: \_\_\_\_\_

#### POPULATION BREAKDOWN BY AGE GROUP (percentages, if available):

19 years old and under \_\_\_\_\_ %

20-24	_____	%
25-44	_____	%
45-64	_____	%
65 and over	_____	%

Source/Date: \_\_\_\_\_

PERCENTAGE OF HOME OWNERSHIP: \_\_\_\_\_%

Source/Date: \_\_\_\_\_

WORKFORCE DISTRIBUTION -- Name the three largest employment sectors in your community and provide the percentage of total employed in each:

_____	_____	%
_____	_____	%
_____	_____	%

Source/Date: \_\_\_\_\_

MAP -- Please attach a state map (8.5" x 11") with your community clearly marked.

**ALL-AMERICA CITY AWARDS CRITERIA**

- Civic Engagement and Collaboration: participation of the public, private and nonprofit sectors and key constituencies to the maximum extent possible and cooperation across jurisdictional boundaries
- Inclusiveness: recognition and involvement of diverse segments and perspectives (ethnic, racial, socio-economic, age, etc.) in community decision-making
- Innovation: creative use and leveraging of community resources
- Impact: significant and specific community achievements, projects that address the community's most important needs, and clear demonstration of project results and impacts (dollars raised or lives impacted)

**PART I: TELL YOUR COMMUNITY'S STORY**

Tell us your story. Utilizing the awards criteria describe how your community addresses its pressing challenges and plans for its future. How are the neighborhoods, government, businesses, and nonprofits organizations engaged in these efforts. What is your community's vision? Include real examples of how your community has demonstrated its strengths and faced its challenges. How does it embrace diversity and demonstrate inclusiveness? (1,200 word maximum). Resource: NCL's Civic Index. Ask for a copy.

**PART II: DESCRIBE YOUR COMMUNITY'S CHALLENGES**

What are your community's two most pressing challenges? (400 words maximum – total, not per challenge)

### PART III: DESCRIBE THREE COMMUNITY-DRIVEN PROJECTS

Describe your three best collaborative community projects that have resulted in a significant local impact within the past five years. Ideally, the first two projects should be drawn directly from the two community challenges stated above. The third project should benefit youth and children. **Tell us how each of these projects promote civic engagement, collaboration, inclusiveness, innovation, and impact.**

#### PROJECT ONE (Challenge #1)

- A. Provide a description of the first project and its qualitative and quantitative impacts in the past five years. (1,200 word maximum)
- B. Provide a summary of the first project which we may use to promote your community. (400 words maximum)

Name the primary contact for the project. Provide name & title, organization, address, telephone, and e-mail address. (This person may be contacted to verify information.)

#### PROJECT TWO (Challenge #2)

- A. Provide a description of the second project and its qualitative and quantitative impacts in the past five years. (1200 word maximum)
- B. Provide a summary of the second project which we may use to promote your community. (400 words maximum)

Name the primary contact for the project. Provide name & title, organization, address, telephone, and e-mail address. (This person may be contacted to verify information.)

#### PROJECT THREE (Benefit Youth and Children)

- A. Provide a description of a project and its qualitative and quantitative impacts on youth in the past five years. This project may address issues such as literacy, community service, health, recreation, or other youth-related issues. Projects addressing underserved youth are particularly valued in this program.(1,200 word maximum)
- B. Provide a summary of the third project which we may use to promote your community. (400 words maximum)

Name the primary contact for the project. Provide name & title, organization, address, telephone, and e-mail address. (This person may be contacted to verify information.)

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*End of application*

*Submit the application by email and one hard copy with \$100 application fee by  
Monday, March 15, 2010, to:*

*National Civic League, 1889 York Street Denver, Colorado 80206, 303-571-4343, [kristins@ncl.org](mailto:kristins@ncl.org)*

*Need additional guidance? Email [kristins@ncl.org](mailto:kristins@ncl.org) or go to [www.ncl.org](http://www.ncl.org) for upcoming webinar dates.*