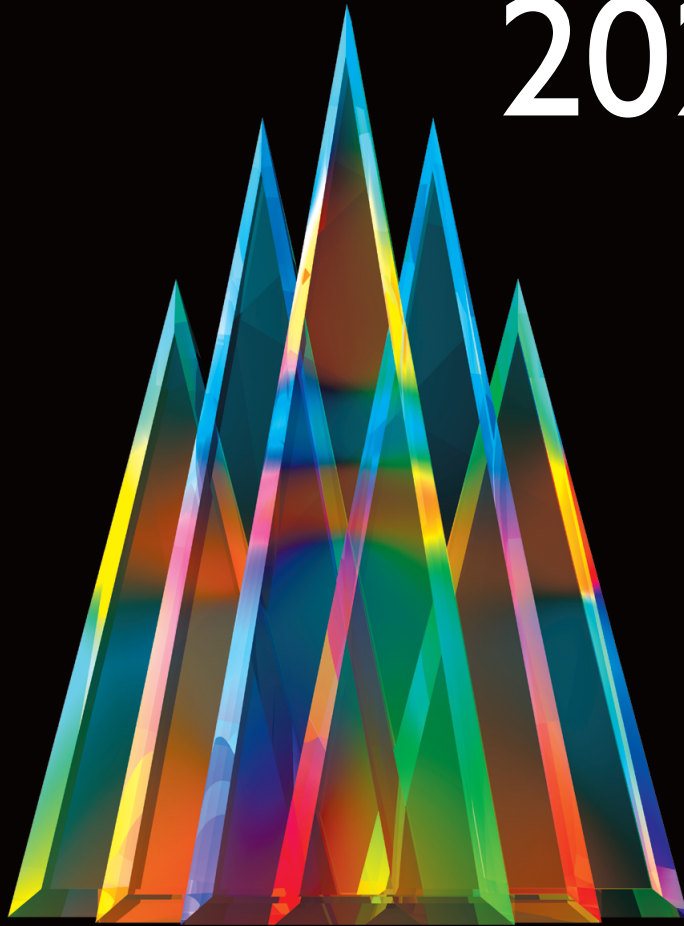


GOLD COAST BUILDERS ASSOCIATION

2021



PRISM
AWARDS

GOLD COAST BUILDERS ASSOCIATION

PRISM

2021 AWARDS

The PRISM Awards are presented annually to outstanding builders, planners, architects, developers, designers, merchandisers, advertising, and other housing-related professionals. Special Categories have been added this year in the area of Professional Development and Sales. Residential and Commercial construction professionals actively involved in projects located in South East Florida are eligible to participate.

Featuring multiple categories, the PRISM Awards encompasses all facets of the residential, commercial and remodeling industries. From overall design to sustainability, the awards program offers categories for each participant in the construction industry.

The PRISM Awards program is affiliated with the Gold Coast Builders Association, the local chapter of the Florida Home Builders Association (FHBA) and the National Association of Home Builders (NAHB).

TO ENTER VISIT:

WWW.GCBAFLORIDA.COM/PRISM-AWARDS

Please review all information carefully.
If you have any questions, feel free
to contact the GCBA office at
info@gcbaflorida.com or 561-228-6137.

ELIGIBLE ENTRIES

Project or developments that were open for sale, lease, or rental at any time after January 1st, 2020 are eligible.

Entries from Non-GCBA Members are not accepted. This is a member only program. To become eligible, you must join GCBA and meet eligibility criteria described. You can join GCBA at www.GCBAFlorida.com.

EXCLUSIONS

Previous PRISM Award Projects winners are not eligible in the same category unless there have been distinct changes to the previously submitted project or entry. Personal Achievement Winners, with the exception of Million Dollar Sales Achievement, are not eligible for consideration 2 consecutive years in a row.

HOW TO ENTER

Review the categories and make your selections. Complete online entry application and entry fees, complete all requirements for entries and submit no later than July 15th, 2021.

ENTRY FEES

GCBA MEMBERS:

June 1st – 14th: \$130 per entry

June 15th – 30th: \$150 per entry

After June 30th: \$175 per entry

Members may submit as many entries as they wish in each category, and each entry requires an additional fee. Pay by VISA/MasterCard/ AMEX.

CANCELLATION POLICY

No refunds will be made on entry fees or tickets.

Final entry materials due no later than July 15th, 2021, Judging - July 15th-25th, Awards - September 23rd 2021.

STEPS TO ENTER

- You must be a GCBA Member with a valid membership in place both at time of entry and award presentation date. Nonmembers can join on www.GCBAFlorida.com to become eligible to enter.
- Please complete Entry Application and pay entry fees no later than July 15th, 2021.
- Your entry materials are due by July 15th, 2021.
- Materials for all entries may differ by category. It is the responsibility of the entrant to ensure all required materials are submitted.
- All materials submitted become the property of GCBA for use in advertising and promotion of the PRISM Event and its winners.
- Licensing: Company must hold required state or county license within the specific category for which they are applying.
- All entry information is submitted electronically using the GCBA designated website.
- Eligible entries include any project or development that was open for sale, lease or rental at any time after January 1st, 2020 are eligible.
- Photo release form is required when photography is submitted - must be signed by the owner of the photography or holder of usage rights.
- Entries must be located in South East Florida.
- Entries will be disqualified if materials are not uploaded by Midnight July 15th, 2021. NO REFUNDS will be issued.

CATEGORY INFORMATION

There are **108** categories available, they include: New Construction Awards: **NC1-18** | Interior Design Awards: **ID1-12** | Remodeling Awards: **RR1-27** | Architectural Design Awards: **AD1-9** | Site Design & Development Awards: **SDD1-15** | Marketing Awards: **MA1-15** | Personal Achievement Awards: **PA1-13** | Commercial Categories can be found under the main categories.

GENERAL REQUIREMENTS/ ALL CATEGORIES

- Identification of Materials – PLEASE READ CAREFULLY AND MAKE SURE UPLOADED DOCUMENTS NAMED WITH CORRECT ENTRY CATEGORY.
- Except for the entry application, company names should not appear anywhere in or on the entry forms and/or within the naming of the images and will result in elimination from the competition. The only exception to the rule is with marketing materials such as brochures, websites, and signage.
- Different categories have different requirements for submission. Make sure to carefully review the instructions and requirements for each category. Each entry will have a more specific set of questions which must be provided (if applicable). Example of questions; square footage (under air/ total), base and retail price, construction cost, what is included in the project and other items related to the project will be asked.
- Marketing Statements will be required for each entry (unless otherwise specified). Statement to address the topics pertaining to judging criteria, target market, any unusual constraints or opportunities the project presented, how the marketing/project objectives were met, any unique features of the entry and outstanding features. Do not include your company name – except where allowed.

ENTRY CATEGORIES AND REQUIRED MATERIALS

NEW CONSTRUCTION

New Construction Judging Criteria: Projects will be judged based on Project Details, Site Preparation, Construction, Materials and Project Management.

SINGLE FAMILY ATTACHED

NC1: New Construction:
Single Family Attached - Under \$500,000

NC2: New Construction:
Single Family Attached - \$500,001 To \$750,000

NC3: New Construction:
Single Family Attached - \$750,001 To \$1 Million

NC4: New Construction:
Single Family Attached - \$1 Million To \$2 Million

NC5: New Construction:
Single Family Attached - Over \$2 Million

SINGLE FAMILY DETACHED

NC6: New Construction:
Single Family Detached - Under \$500,000

NC7: New Construction:
Single Family Detached - \$500,001 To \$1 Million

NC8: New Construction:
Single Family Detached - \$1 Million To \$2 Million

NC9: New Construction:
Single Family Detached - \$2 Million To \$5 Million

NC10: New Construction:
Single Family Detached - Over \$5 Million

SINGLE FAMILY CUSTOM HOME

NC11: New Construction:
Single Family Custom Home (One Of A Kind)

ACCESSORY BUILDING

NC12: New Construction:
Accessory Building - Under \$500,000

NC13: New Construction:
Accessory Building - \$500,001 To \$1 Million

NC14: New Construction:
Accessory Building - Over \$1 Million

MULTI-FAMILY

NC15: New Construction:
Multi-Family - Under \$500,000

NC16: New Construction:
Multi-Family - \$500,001 To \$1 Million

NC17: New Construction: Multi-Family - Over \$1 Million

COMMERCIAL

NC18: New Construction: Commercial

New Construction Requirements:

- Upload minimum of 6 photos, images and plans. Pictures should include front, rear and 2 side views. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (pdf, jpg, gif, or bmp) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.
- No document or file can exceed 10 MB in size.

COMMUNITY OF THE YEAR

Builder must submit entries in specific categories to qualify for this award. Once you have submitted entries in 4 separate qualifying categories you will automatically be entered for Community Of The Year at no additional cost.

Required categories are:

- 1 entry from New Construction from Categories: **NC1-17**
- 1 entry from Marketing & Advertising Categories **MA1-6**
- 1 entry from Landscape or Engineering Categories **SDD1-14**
- 1 entry from Marketing & Advertising **MA7**- Sign, Brochure, Sales or Selection Center or Amenities: Must include 1 entry from 1 of these categories.

Entries that do not meet the required minimum entry requirements are not qualified for the Community Of The Year competition and will not be considered.

REMODELING

Remodeling Judging Criteria: Projects will be judged based on Project Details, Construction, Materials and Project Management.

INDIVIDUAL SPACE

RR1: Residential Remodeling:
Individual Space - Under \$250K

RR2: Residential Remodeling:
Individual Space - \$251K To \$500K

RR3: Residential Remodeling:
Individual Space - \$501K To \$750K

RR4: Residential Remodeling:
Individual Space - Over \$750K

BY THE PROJECT

RR5: Residential Remodeling:
By The Project - Under \$250K

RR6: Residential Remodeling:
By The Project - \$251K To \$500K

RR7: Residential Remodeling:
By The Project - \$501K To \$750K

RR8: Residential Remodeling:
By The Project - Over \$750K

WHOLE HOUSE REMODEL

RR9: Residential Remodeling:
Whole House Remodel - Under \$250K

RR10: Residential Remodeling:
Whole House Remodel - \$251K To \$500K

RR11: Residential Remodeling:
Whole House Remodel - \$501K To \$750K

RR12: Residential Remodeling:
Whole House Remodel - Over \$750K

KITCHEN

RR13: Residential Remodeling: Kitchen - Under \$100K

RR14: Residential Remodeling: Kitchen - Over \$100K

BATHROOM

RR15: Residential Remodeling: Bathroom - Under \$25K

RR16: Residential Remodeling: Bathroom - Over \$25K

ADDITION/ALTERATION

RR17: Residential Remodeling:
Addition/Alteration - Under \$250K

RR18: Residential Remodeling:
Addition/Alteration - \$251K To \$500K

RR19: Residential Remodeling:
Addition/Alteration - \$501K To \$750K

RR20: Residential Remodeling:
Addition/Alteration - Over \$750K

ACCESSORY STRUCTURE

RR21: Residential Remodeling:
Accessory Structure - Under \$500K

RR22: Residential Remodeling:
Accessory Structure - \$501K To \$750K

RR23: Residential Remodeling:
Accessory Structure - Over \$750K

MULTI-FAMILY

RR24: Residential Remodeling: Multi-Family

COMMERCIAL

RR25: Commercial Remodeling

HISTORIC RENOVATION

RR26: Historic Renovation: Commercial

RR27: Historic Renovation: Residential

Remodeling Requirements:

- Upload minimum of 6 photos, images and plans. Pictures should include front, rear and 2 side views. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for plans and drawings can be uploaded.
- Image to be submitted in a digital format (pdf, jpg, gif, or bmp) that is at least 600 pixels wide at 72 DPI for monitor viewing and must include before and after pictures.
- Short statement describing scope of work, technology used, goals and project challenges and successes. Include documentation of age of structure. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.
- Budget - include change orders. The budget is over all and should not include specific numbers that may be confidential.
- No document or file can exceed 10 MB in size.

INTERIOR DESIGN

Interior Design Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design, Specification & Procurement, Project Administration and Documentation.

RESIDENTIAL

ID1: Residential Interior Design - Model/Spec

ID2: Residential Interior Design - Full Service Interior Design

ID3: Residential Interior Design - Individual Space

ID4: Residential Interior Design - By The Project

ID5: Residential Interior Design - Whole House Remodel

ID6: Residential Interior Design - Kitchen Under \$50K

ID7: Residential Interior Design - Kitchen \$50K To \$100K

ID8: Residential Interior Design - Kitchen Over \$100K

ID9: Residential Interior Design - Bathroom Under \$25K

ID10: Residential Interior Design - Bathroom Over \$25K

COMMERCIAL

ID11: Commercial Interior Design - By The Project

ID12: Commercial Interior Design - Individual Space

Interior Design Requirements:

- Upload minimum of 6 photos, images and plans. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (pdf, jpg, gif, or bmp) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.

Interior Design Categories additional submission requirements:

- Overall budget & addendums.
- Do not submit pricing sheets.

ARCHITECTURAL DESIGN

Architectural Design Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design Environmental Consciousness, Sustainability, and WELL Building Specification & Procurement, Project Administration and Documentation.

SINGLE FAMILY HOME

AD1: Architectural Design:
Single Family Home - Less Than 2,000 SQFT

AD2: Architectural Design:
Single Family Home - 2,001 To 3,600 SQFT

AD3: Architectural Design:
Single Family Home - 3,601 To 5,000 SQFT

AD4: Architectural Design:
Single Family Home - Over 5,000 SQFT

COMMERCIAL

AD5: Architectural Design:
Commercial - Less Than 5,000 SQFT

AD6: Architectural Design:
Commercial - Over 5,000 SQFT

MULTI-FAMILY

AD7: Architectural Design: Multi-Family

MIXED-USE

AD8: Architectural Design: Mixed-Use

RESIDENTIAL ATTACHED

AD9: Architectural Design: Residential Attached

Architectural Design Requirements:

- Upload minimum of 6 photos, images & plans. Ensure your photos are high quality and represent the full scope of your entry.
- Multiple page PDFs for floor plans and drawings can be uploaded.
- Image to be submitted in a digital format (pdf, jpg, gif, or bmp) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.

Architectural Design additional submission requirements

- Exterior Renderings or photos.

SITE DESIGN & DEVELOPMENT

Site Design & Development Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design, Environmental Consciousness, Sustainability, and WELL Building, Specification & Procurement, Project Administration and Documentation.

URBAN LAND PLANNING & ENGINEERING

SDD1: Urban Land Planning & Engineering: Less Than 1 Acre

SDD2: Urban Land Planning & Engineering: 1 To 5 Acres

SDD3: Urban Land Planning & Engineering: 5 Acres & Up

SUBURBAN LAND PLANNING & ENGINEERING

SDD4: Suburban Land Planning & Engineering:
Less Than 1 Acre

SDD5: Suburban Land Planning & Engineering: 1 To 5 Acres

SDD6: Suburban Land Planning & Engineering: 5 Acres & Up

ENVIRONMENTAL RESTORATION & ENGINEERING

SDD7: Environmental Restoration & Engineering:
Less Than 1 Acre

SDD8: Environmental Restoration & Engineering:
Greater Than 1 Acre

LANDSCAPE ARCHITECTURE & DESIGN

SDD9: Landscape Architecture & Design:
Single Family Residential

SDD10: Landscape Architecture & Design:
Multi-Family Residential

SDD11: Landscape Architecture & Design:
Commercial

SDD12: Landscape Architecture & Design:
Recreational

SDD13: Landscape Architecture & Design:
Community - Overall Development Design

SDD14: Landscape Architecture & Design:
Community - Community Entrance

SDD15: Landscape Architecture & Design:
Community - Amenities

Site Design & Development Requirements:

- Upload minimum of 6 photos, images and plans. Ensure your photos are high-quality and represent the full scope of your entry. VIP TIP: Color renderings, plant lists and photo of materials help the judges!
- Multiple page PDFs for plans and drawings can be uploaded.
- Image to be submitted in a digital format (pdf, jpg, gif, or bmp) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Short statement describing project, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.

- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, in Intracoastal) Submit statement with survey or google earth with site identified.
- Landscaping categories must include percentage of native plants.
- No document or file can exceed 10 MB in size.

MARKETING & ADVERTISING

Marketing and Advertising Judging Criteria: Projects will be judged based on Message, Quality Of Design, Quantifiable Success.

DIGITAL MARKETING & ADVERTISING

MA1: Digital Marketing & Advertising: Brochure

MA2: Digital Marketing & Advertising: E-mail Campaign

MA3: Digital Marketing & Advertising:
Website - 5 Pages Or Less

MA4: Digital Marketing & Advertising: Website - Over 5 Pages

PRINT MARKETING & ADVERTISING

MA5: Print Marketing & Advertising: Brochure

MA6: Print Marketing & Advertising: Direct Mail Piece

SPECIALIZED MARKETING

MA7: Specialized Marketing: Interactive Presentation

MA8: Specialized Marketing: Logo Design

MA9: Specialized Marketing: Radio

MA10: Specialized Marketing: Television

MA11: Specialized Marketing: Video

MA12: Specialized Marketing: Special Promotion

MA13: Specialized Marketing: Signage

MARKETING

MA14: Marketing: Sales Center

MA15: Marketing: Design Center (Virtual Or Physical)

Marketing & Advertising Requirements:

- Photos / PDFs of submission. Links to any Digital Marketing. Ensure your photos are high quality and represent the full scope of your entry. VIP TIP: Include screen shots that highlight things you don't want judges to miss when reviewing digital items especially on websites!
- Multiple page PDFs can be uploaded.
- Image to be submitted in a digital format (pdf, jpg, gif, or bmp) that is at least 600 pixels wide at 72 DPI for monitor viewing and Must Include Before and after pictures.
- Short statement describing scope of work, technology used, goals and project challenges and successes. VIP TIP: This is your chance to talk about what is not obvious including unique or high-quality materials.
- No document or file can exceed 10 MB in size.

BEST OVERALL MARKETING CAMPAIGN

Campaigns with at least one submission in 3 categories including Digital, Print and Specialized will automatically be considered for Best Overall Marketing Campaign.

PROFESSIONAL ACHIEVEMENT

Professional Achievement Judging Criteria: Submissions will be judged based on Professional, Personal and Community Achievements.

PA1: Support Person Of The Year

PA2: Salesperson Of The Year

PA3: Sales Team Of The Year

PA4: Million Dollar Sales Achievement: Individual Sales

PA5: Million Dollar Sales Achievement: Team Sales

PA6: Rookie Salesperson Of The Year

PA7: Option/Upgrade Salesperson Of The Year

PA8: Sales Director / Manager Of The Year

PA9: Sub-Contractor Of The Year

PA10: Marketing Professional Of The Year

PA11: Project Manager Of The Year

PA12: Safety Director Of The Year

PA13: Safety Team Of The Year

Professional Achievement Requirements:

- Professional photo of individual and/or teams.
- Statement of Achievement. VIP TIP: You can submit yourself but, don't forget to have your supervisor write a recommendation.
- For Sales Achievement Awards a list of closed transaction should be included with total sales volume noted.
- No document or file can exceed 10 MB in size.

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TO ENTER VISIT:

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If you have any questions, feel free
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info@gcbaflorida.com or 561-228-6137.**

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