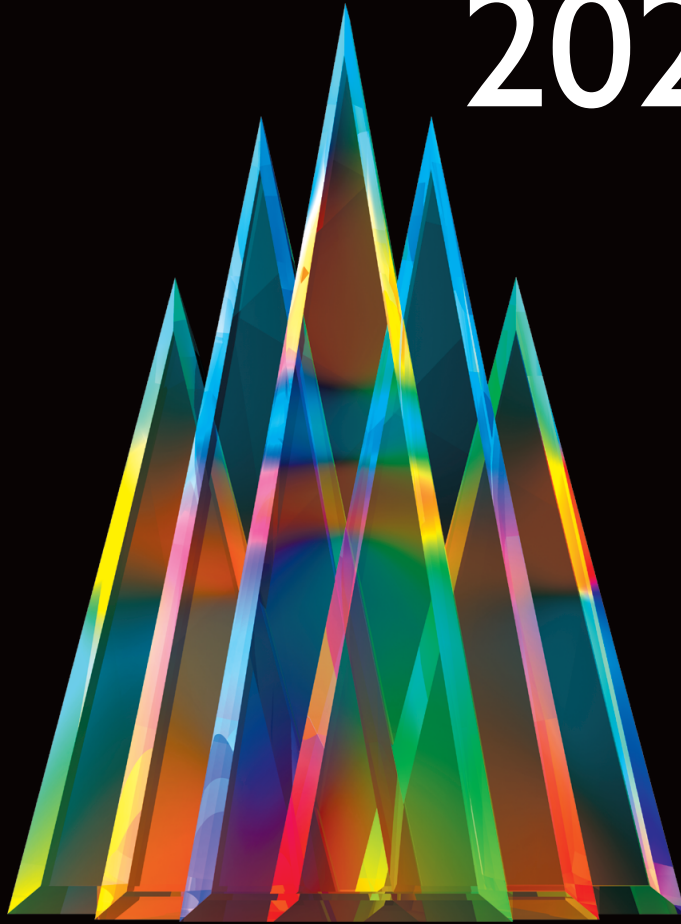


GOLD COAST BUILDERS ASSOCIATION

2023



PRISM

AWARDS

GOLD COAST BUILDERS ASSOCIATION

PRISM

2023 AWARDS

The PRISM Awards are presented annually to outstanding builders, planners, architects, developers, designers, merchandisers, advertising, and other housing-related professionals. There are Special Categories in the area of Professional Development and Sales. Residential and Commercial construction professionals actively involved in projects located in 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

Any project or development that was open for sale, lease, or rental at any time after January 1st, 2022, is eligible.

On-the-Board entries must have at least one government approval and demonstrate forward progress but may not yet be substantially completed. These projects shall not be available for occupancy as of January 2023.

Projects that have previously won a PRISM Award may not be entered into the same category for which they have won **unless** there have been distinct and obvious design changes. Projects having previously won will however be considered in another category.

Projects for which the architect or builder is a member of the 2023 panel of judges are not eligible for the 2023 PRISM competition.

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. Projects having previously won will however be considered in another category.

HOW TO ENTER

To enter your projects for the 2023 PRISM Awards, select the entries you plan to submit by category and submit payment through the online portal located at www.gcbaflorida.com/prism-awards

Once payment has been processed, you will be assigned an entry number for each paid submission.

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

ENTRY FEES

Entries Received Before May 15th, 2023 - **\$160 per entry**

Entries Submitted Between May 15th - June 30th, 2023 - **\$175 per entry**

All Entry Materials Due No Later Than June 30th, 2023.

No Exceptions.

To enter, visit: www.gcbaflorida.com/prism-awards

CANCELLATION POLICY

No refunds will be issued for entry fees or event tickets.
No exceptions.

IMPORTANT DATES

All Entry Materials Due No Later Than June 30th, 2023.
Announcement of Finalists - September 19th, 2023
at the PRISM AWARDS GALA

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 June 15th, 2023.
- Your entry materials are due by June 30th, 2023.
- 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, 2022.
- Photo and General release forms are required for all entries.
- Entries must be in the state of Florida.
- Entries will be disqualified if materials are not uploaded by Midnight June 30th, 2023. NO REFUNDS will be issued.

CATEGORY INFORMATION

There are **90** categories available, they include: New Construction Awards: **NC1- 23** | Remodeling Awards: **RR1- 11** | Interior Design Awards: **ID1- 4**, **IM1-10**, and **RC1-4** | Architectural Design Awards: **AD1-5** | Site Design & Development Awards: **SDD1- 13** | Marketing Awards: **MA1- 10** | Personal Achievement Awards: **PA1- 10** | Commercial Categories can be found under the main categories.

GENERAL REQUIREMENTS/ ALL CATEGORIES

- Identification of Materials – MAKE SURE UPLOADED DOCUMENTS ARE NAMED WITH CORRECT ENTRY CATEGORY and Model/Address/Site as required.
- **Use of Company name is restricted.** Company names should not appear anywhere in or on the entry forms and/or within the naming of the images, marketing statement or other submitted materials except where indicated or specifically requested. Model Names and Community Names can be used. Brochures, signs and other marketing materials are an exception. The

name of the project and the developer may be used within the question and answer sections when specifically asked for and in Marketing Materials.

- Different categories have different requirements for submission. Make sure to carefully review the instructions and requirements for each category. Incomplete entries will not be judged or will be docked points for items incomplete.
- Marketing and Project statements will be required for each entry unless otherwise specified. The statements should address the unique challenges or elements of the project such as 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.

All entries shall be submitted digitally. No paper copies shall be accepted.

All entries must include a team/project information form.

All digital images shall be submitted in JPEG format at a minimum of 300 DPI. Images should be 1800 Pixels wide.

All PDFs submitted shall be high resolution.

IMPORTANT ENTRY DETAILS

- Eligible entries include any project or development that was open, for sale, lease, or rental at any time after January 1st, 2022.
- Projects that have previously won a PRISM Award may not be entered into the same category for which they have won **unless** there have been distinct and obvious design changes. Projects having previously won will however be considered in another category.
- Projects for which the architect or builder is a member of the 2023 panel of judges are not eligible for the 2023 PRISM competition.
- On-The-Board entries must have at least one government approval and demonstrate forward progress. The project may be under construction but may not be substantially completed. On-the-board projects may not be available for occupancy as of January 2023.
- On-the-Board materials may include photography, images of sketches, renderings, or models of major community features and product types.
- Categories are split by Square Footage and then by total sale price of the home, including the lot (attached or detached).
- Interior detailing is the use of specialty items such as trim, molding, stone, brick, drywall, etc. during the construction of the home. It is attached to the house and influenced by the interior design direction. It may also be described as architectural details.

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.

Entry will be judged on overall exterior and interior architecture, design appeal, functionality, innovative use of interior space & creative integration of the plan as it relates to the target market & sales success. A minimum of 6-8 images that represent entry (to be used in awards show, website, PR) and no more than 12 images. Include at least 3 exterior and 1 interior shot; additional images are recommended.

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, JPEG) 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. All entries must include a team/project information form. All digital images shall be submitted in JPEG format at a minimum of 300 DPI. Images should be 1800 pixels wide. All PDFs submitted shall be high resolution.

All New Construction categories require:

1. Project/Team Information
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images
 - a. Up to 12 images, including a front elevation and interior views.

SINGLE FAMILY ATTACHED

NC1: New Construction:
Single Family Attached – Under 2,000 sq ft

NC2: New Construction:
Single Family Attached – 2,000 – 2,499 sq ft

NC3: New Construction:
Single Family Attached – 2,500 – 2,999 sq ft

NC4: New Construction:
Single Family Attached – 3,000 – 3,499 sq ft

NC5: New Construction:
Single Family Attached – 3,500 – 3,999 sq ft

NC6: New Construction:
Single Family Attached – 4,000 sq ft and up

SINGLE FAMILY DETACHED

NC7: New Construction:
Single Family Detached – Under 2,000 sq ft

NC8: New Construction:
Single Family Detached – 2,000-2,499 sq ft

NC9: New Construction:
Single Family Detached – 2500 to 2,999 sq ft

NC10: New Construction:
Single Family Detached – 3,000 to 3,499 sq ft

NC11: New Construction:
Single Family Detached – 3,500 to 3,999 sq ft

NC12: New Construction:
Single Family Attached – Over 4,000 to 6,000 sq ft

NC13: New Construction:
Single Family Attached – 6,000 sq ft and up

SINGLE FAMILY CUSTOM HOME

NC14: New Construction:
Single Family Custom/Spec Home (One Of A Kind)

SENIOR LIVING HOME

NC15: New Construction:
Senior Living – Under 2,000 sq ft

NC16: New Construction:
Senior Living – 2,000 sq ft and up

NC17: New Construction: Best On-The-Boards 55+ Housing Community (Submitted materials may be photographs or images of sketches or models of the home. Please provide adequate renderings/models for judges to view plan)

NC18: New Construction: Best 55+ Housing Community

ACCESSORY BUILDING (COMMUNITY/ RECREATIONAL)

NC19: New Construction:
Best Recreation Facility or Amenity

MULTI-FAMILY

NC20: New Construction:
Multi-Family – Duplexes/Quads/Townhomes 2 stories or under

NC21: New Construction: Multi-Family – Duplexes/Quads/Townhomes Three, Four and Five Story

COMMERCIAL

The following categories require:

1. Project/Team Information
2. Photo Release Form
3. Floor Plan
4. Images
 - a. New builds, entries shall consist of up to 12 images. Include at least three exteriors and at least one interior; additional images recommended.

NC22: New Construction: Commercial – under 20,000 sq ft

NC23: New Construction : Commercial – 20,000 sq ft and over

COMMUNITY OF THE YEAR

Builders submitting entries in specific categories qualify for this award. Once you have submitted entries in 3 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-NC23**
- 1 entry from Marketing & Advertising Categories **MA1-MA10**
- 1 entry from Landscape or Engineering Categories **SDD1- SDD13**

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.

For renovation/remodels, include at least one “before” view, with a maximum of four “before” images and 6-8 “after” images. Include both exterior and interior. Images should be identified as “before” or “after” and both are necessary for review.

Remodeling Awards Judging Criteria:

PROJECT COMPLETION DATE RANGE:

Projects considered for Remodeling Awards must have been completed between January 1st, 2022 and December 31st, 2022

PURPOSE:

- To what degree was the goal/purpose of the project met?
- Description of entry clearly identifies the client’s needs and desires?
- The remodeler demonstrates that client’s needs were met.

FUNCTIONALITY:

- Does the floor plan function well?
- Is the counter space or work area adequate to perform necessary tasks?
- Is there a good traffic flow?
- Is safety addressed adequately?
- Are the materials functional? Is lighting addressed – both general & tasks?

CRAFTSMANSHIP:

- Is there evidence of superior craftsmanship?
- Is superior craftsmanship demonstrated in the moldings, woodwork, stairs, cabinetry, countertops, tile, glass, marble, metal, stone, masonry, etc.?

INNOVATION:

- Are innovative uses of material and/or methods of construction used in the project?
- Are innovative uses evident, or were any described and noted?
- Were difficult obstacles encountered and overcome, or were any described and noted?

PERFORMANCE:

- The project cost/budget must include all labor and materials, the value of all products and services supplied by the customer or other contractors, materials supplied by the homeowner, and the value of work done by the homeowner. This is a Total Number and details for individual items is not required.
- Any special circumstances or factors affecting the project value should be noted. If the judges deem that the project appears to be more expensive than what is indicated on the entry form, they have the right to disqualify that project.

Project Client Letters of Recommendation – can include up to 3 letters of recommendations Upload online reviews from 2-3 sources such as Google, Yelp, Houzz, Guild Quality, Angie's List, etc. Optional Digital Media/Videos

Remodeling Requirements:

- Upload minimum of 6 photos, images, and plans. Ensure your photos are high quality and represent the full scope of your entry. Be sure to include Before and After properly labeled.

- Multiple page PDFs for plans and drawings can be uploaded.
- Images to be submitted in a digital format (PDF, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing and must include before and after pictures properly labeled.
- Short statement describing scope of work, technology used, goals and project challenges and successes. Did you stay on Budget? If not, why? 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.
- Open Ended Questions -
(All sections allow for maximum 500 characters).
Project Challenges and Solutions*
Project Management Summary*
Primary Reason Project Should Win*
Aging-in-Place*
- Project Size - Square footage of the home prior to remodel*
Square footage of the home after remodel*
Lot size (In acres)*
- Budget Statement - Did the project come in on budget including change orders. If not, what contributed to the over budget. If under budget what enable you to come in under budget.
- No document or file can exceed 10 MB in size.

BY THE PROJECT

RR1: Residential Remodeling - Best Renovated or Restored Residential/Whole House Project

RR2: Residential Remodeling – Best Renovated or Restored Single House other than kitchen and bathroom

RR3: Residential Remodeling – Best Renovated or Restored not Aging in Place project

RR4: Residential Remodeling – Best Aging in Place Renovated or Restored project

RR5: Residential Remodeling – Best Home Addition

RR6: Residential Remodeling – Best Renovated or Restored kitchen

RR7: Residential Remodeling – Best Renovated or Restored bathroom

COMMERCIAL

RR8: Best Commercial Remodeling – includes office, commercial and industrial

HISTORIC RENOVATION

RR9: Historic Renovation: Commercial

RR10: Historic Renovation: Residential

INTERIOR DESIGN

Interior Design Judging Criteria: Projects will be judged based on Design Preparation, Quality Of Design, Specification & Procurement, Project Administration and Documentation. All release forms, Photo, Custom/Spec along with Project/Team forms must be completed and included.

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, JPEG) 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.

The following categories require:

1. Project/Team Information
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images: Up to 12 images that represent the space.

Interior Design Categories additional submission requirements:

- Overall budget & addendums. Budget including change orders, Fees, Designer, Sub-contractors, etc. Did the project come in on/over or under budget? Contributing factors.
- Do not submit pricing sheets.

INTERIOR DESIGN CUSTOM/SPEC HOUSING

ID1: Residential Interior Design – Custom/Spec priced under \$500,000

ID2: Residential Interior Design – Custom/Spec priced \$500,000 to \$1,000,000

ID3: Residential Interior Design – Custom/Spec priced \$1,000,000 to \$2,000,000

ID4: Residential Interior Design – Custom/Spec priced over \$2,000,000

INTERIOR MERCHANDISING PRODUCTION HOUSING

The following categories require:

1. Project/Team Information
2. Photo Release Form
3. Floor Plan
4. Images: Up to 12 images that represent the space.

IM1: Residential Interior Merchandising – Residential Interior Merchandising of a home priced under \$275,000

IM2: Residential Interior Merchandising – Residential Interior Merchandising of a Home priced \$275,000 to \$400,000

IM3: Residential Interior Merchandising – Residential Interior Merchandising of a Home priced \$400,000 to \$600,000

IM4: Residential Interior Merchandising – Residential Interior Merchandising of a Home priced \$600,000 to \$800,000

IM5: Residential Interior Merchandising – Residential Interior Merchandising of a Home priced Over \$800,000

IM6: Residential Interior Merchandising – Residential Interior Design of a Model Home

IM7: Residential Interior Merchandising – Residential Interior Design- Best Kitchen Design of a Model Home

IM8: Residential Interior Merchandising – Residential Interior Design- Best Bath Design of a Model Home

IM9: Residential Interior Merchandising – Best Kitchen Design for a Custom/Spec/One-of-a-Kind Home

IM10: Residential Interior Merchandising – Residential Interior Design- Best Bath Design for a Custom/Spec/One-of-a-Kind Home

CRAFTSMANSHIP/ SPECIALTY DETAILING CATEGORIES

The following categories require:

1. Project/Team Information
2. Photo Release Form
3. Custom/Spec Home Release Form
4. Floor Plan
5. Images: Up to 12 images that represent the space

RESIDENTIAL- CRAFTSMANSHIP/SPECIALTY DETAILING

RC1: Best Interior Detailing for a Home priced Under \$500,000

RC2: Best Interior Detailing for a Home priced \$500,000 – \$1,000,000

RC3: Best Interior Detailing for a Home priced \$1,000,000 – \$2,000,000

RC4: Best Interior Detailing for a Home priced over \$2,000,000

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.

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, JPEG) 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.

The following categories require:

1. Project/Team Information Form
2. Photo Release Form
3. Floor Plan
4. Images: Up to 12 images that represent the space.

Architectural Design additional submission requirements

- Exterior Renderings or photos.

SINGLE FAMILY HOME

AD1: Architectural Design – Single Family Home

COMMERCIAL

AD2: Architectural Design – Commercial

MULTI-FAMILY

AD3: Architectural Design – Multi-Family

MIXED-USE

AD4: Architectural Design – Mixed-Use

RESIDENTIAL ATTACHED

AD5: Architectural Design: Residential Attached

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.

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. Include detail & specifications.
- Image to be submitted in a digital format (PDF, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing.
- Detailed 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. Include timeline, entitlement & permit challenges.
- General Environment ~ (for example: near ocean, on ocean, far inland, west of I-95, on Intracoastal) Submit statement with survey or google earth with site identified.
- Landscaping categories must include percentage of native plants. Did you preserve natural features? Did you save trees & wetlands? Or did you create wetlands, recreational parks, walking trails?
- No document or file can exceed 10 MB in size.

The following categories require:

1. Project/Team Information
2. Photo Release Form
3. Site Plans

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 and 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 and 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

MARKETING & ADVERTISING

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

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 do not 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, JPEG) that is at least 600 pixels wide at 72 DPI for monitor viewing. Any television or radio ads should be provided as .mp3 audio files or .MOV/.MP4 video files.
- 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.

Each entry will require:

1. Sales and Marketing Project Information
2. Digital files of marketing piece
 - a. Print materials should include all aspects of interior / exterior of piece as applicable.
 - b. Advertisement files should also include what publication the advertisement appeared in.
 - c. Video files are preferred to be a YouTube or Vimeo link. Other file types accepted include .MOV or .MP4, only.

MA1: Best Logo

MA2: Best Brochure

MA3: Best Direct Mail (Print Only)

MA4: Best Print Ad

MA5: Best 30-60 Second Video (May also include images of advertisements that represent this campaign)

MA6: Best Long Format Video, more than 60 Seconds (May also include images of advertisements that represent this campaign)

Each Technology entry will require:

1. Sales and Marketing Project Information
2. Link to campaign or website
3. 6-8 images that represent this entry

MA7: Best Website

MA8: Best Innovative Use of Technology – Text/SMS Kiosk

The following category applies to limited-time sales.

MA9: Best Special Promotion

BEST OVERALL MARKETING CAMPAIGN

The following categories may be presented for Builder, Developer/Community, associate/agency, or supplier. Entries will be judged on content, copy, layout, and results.

Each entry will require:

1. Sales and Marketing Project Information
2. Link to campaign
3. A minimum of 6-8 images and no more than 12 that represent this entry.

MA10: Best Online Marketing Campaign

PROFESSIONAL ACHIEVEMENT

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

Professional Achievement Requirements:

- Professional photo of individual and/or teams.
- Statement of Achievement. *VIP TIP:* You can submit yourself but, do not 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.

The following categories require:

1. Professional of the Year Form
2. Photo Release Form

PA1: Support Professional of The Year

PA2: Rookie Sales Professional of The Year

PA3: Option/Upgrade Sale Of The Year

PA4: Sales Director / Manager Of The Year

PA5: Sub-Contractor of The Year

PA6: Marketing Professional Of The Year

PA7: Project Manager of The Year

PA8: Safety Director Of The Year

PA9: Safety Team Of The Year

PA10: Shell Contractor of the Year

Judging Criteria:

- On time delivery
- Job site safety measures
- Field Superintendent training methods
- Quality of work and how it is measured on a daily basis,
- Client Recommendations

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