



# Los Angeles Conservancy Preservation Awards 2023 Application Information

**Final Deadline: Monday, January 16, 2023 (Application Processing Fee \$150)**

The Los Angeles Conservancy welcomes applications for its 2023 Annual Preservation Awards, honoring outstanding achievements in historic preservation. An independent jury of distinguished architects, preservation professionals, and business and community leaders select award recipients. Awards will be presented at a celebration event in spring/summer 2023.

**Everything in this document is relevant to your application.** Please read it carefully. If you have any questions, please contact Erik Van Breene at [vanbreene@laconservancy.org](mailto:vanbreene@laconservancy.org).

## Eligibility

The types of projects eligible for a Preservation Award include:

- » Construction projects: restoration, rehabilitation, or adaptive reuse of a residential, commercial, or institutional structure
- » Preservation plans, programs, policies, or studies
- » Educational programs in historic preservation (courses, publications, conferences, media, etc.)
- » Grassroots preservation efforts by an individual or group
- » Cultural landscapes (eligible for the Royce Neuschatz Award, established to honor the former Conservancy Board member and advocate for open space in the urban environment)

To qualify for a Preservation Award, a project must:

- » Demonstrate outstanding achievement in the field of historic preservation
- » Be located in Los Angeles County
- » Be completed by the date the application is submitted (projects completed before 2023 are eligible, as are previously nominated projects that did not receive an award)
- » (For construction projects) Should meet the [Secretary of the Interior's Standards for the Treatment of Historic Properties](#)
- » (For cultural landscape projects) Follow the [Secretary of the Interior's Guidelines for the Treatment of Cultural Landscapes](#)



## Submission Instructions

**STEP 1: Visit [laconservancy.org/awards](https://laconservancy.org/awards) to download templates for your application, including:**

- » 1\_Project Application and Narrative document\* (Microsoft Word)
- » 2\_Project Team Contact Information spreadsheet\* (Microsoft Excel)
- » 3\_Project Photos presentation\* (16:9 Microsoft PowerPoint)
- » Folder with Individual JPEG Images and Videos (See “Images and Video”); and
- » Photo Credits for Completed Project Images (Microsoft Excel)

*\*Rename all documents with your Project Name after downloading the template. See labeling conventions below.*

**STEP 2: Complete your application and assemble supporting materials.**

**STEP 3: Upload your application and supporting materials to a file-sharing service (like Dropbox, Box, etc.) and generate a shareable link that will be required at checkout.**

**STEP 4: Submit your application and non-refundable processing fee (\$150) by 5:00 p.m. on Friday, January 16, 2023 at <https://bit.ly/2023PresAwards>.**

**You are responsible for ensuring that all elements of the application are uploaded to your file-sharing service.** We reserve the right to disqualify any application not received by the deadline, regardless of technical or delivery error. We will refund any fee payments for applications not received in time.

**\*\*Please follow the following naming conventions in labeling the application materials. \*\***

**Main Application Folder:** (Your Project’s Name should be the name of your main application folder.)  
**\*\*Please do not label your folder “2023 Preservation Awards.”**

**Application:** 1\_Application\_(Your Project’s Name)

**Project Team:** 2\_Project\_Team\_(Your Project’s Name)

**Powerpoint:** 3\_Photo PPT\_(Your Project’s Name)

**Photo and Video Folder:** Photos (Project Name)

**Photo Files Standard Resolution:** (Your Project’s Name)-(photo number)

**Photo Files High Resolution:** (Your Project’s Name)-High\_Res-(photo Number)

**File photo note:** Provide photo credits for each photo.

**Video Files:** Must be .mp4 or .mov files and in standard 1980x1080 format. (Landscape, not vertical, unless you are sharing social media footage of your project.)

## Confirmation of Receipt

- » We confirm receipt of all applications and payments. **If you do not receive confirmation by 5 p.m. on January, 16, 2023**, please contact Erik Van Breene at [vanbreene@laconservancy.org](mailto:vanbreene@laconservancy.org).



# Images and Video Recordings

**IMPORTANT:** By submitting photos or videos of the project, you grant the Los Angeles Conservancy permission to reprint, publish, and use for distribution these assets in the Preservation Awards Celebration live or recorded program, publicity and publications, such as press releases, program books, newsletters, Los Angeles Conservancy website, social media, and other materials or programs about the Los Angeles Conservancy and/or the Preservation Awards.

Please submit:

- » **At least 20 photo images or video clips of the project (40 – 50 media assets preferred).**
- » **Slide presentation of project photos (Microsoft PowerPoint)**
  - *Please place individual JPEG or PNG images in a slide presentation; **one image per slide and please provide captions** below photo when necessary to provide context. Add additional slides to accommodate your photos. Use black background only. Do not include company logos, watermarks, or any other graphics/designs on slide.*
  - *Photos DO NOT need to follow automatic sizing in PowerPoint.*
- » **Credits for Photos and Videos (Microsoft Excel)**
  - *In a Microsoft Excel spreadsheet, please submit credit information for photographs and video assets submitted. Please secure permission to use photographs before submitting them.*

**Photos should be JPEG or PNG images in color (except for historic photos). All photos must be high resolution: 150 dpi or greater and either 1920 pixels wide (horizontal) or 1080 pixels wide (vertical):**

- » Historic views of the structure, site, area, and/or people involved in the story
- » The structure/site/project over the years, showing its evolution
- » The site (exterior, interior, detail) before the project began
- » The preservation work in progress and the people involved with the project (the workers completing work; for non-construction projects: events, organizing meetings, press clips, etc.)
- » The completed project (corresponding to “before” images if possible)
- » People at the completed project/using the work completed (people celebrating at reopening event, people at community events, people using the spaces for their intended purpose, etc.)
- » Any other images that help tell the story of the project and its positive impact on the community and/or the field of preservation

## **High-Resolution Images of the Completed Project**

In addition, please include:

- » 3 – 5 high-resolution (300 dpi) JPEG or PNG color images of the completed project, preferably horizontal
- » Credit information for each image in a Microsoft Word document.



# Application Tips

## Tell a compelling, succinct story.

In addition to recognizing outstanding achievement, the Awards convey the value of historic preservation to a wide audience. Successful applications tell the story of their project in the most compelling way, encompassing:

- » The project's historical context
- » Specific goals of the project
- » Specific challenges the project team had to overcome
- » The project's benefits to the people in the community
- » The broader lessons to be drawn from the project

## Use a range of descriptive, high-quality images and video.

**Quality imagery is essential to conveying a project's importance, challenges, and impact.** Although Conservancy staff members may conduct site visits for nominated projects so that we can answer the jury's questions, jury members themselves typically cannot visit each project nominated for an award. We will contact you separately to arrange site access, if necessary. **As a result, the photos and videos submitted with an application are often the only way the jury can visualize a project.**

**Other qualities** the jury looks for in choosing Preservation Award recipients include:

- » **Geographic diversity** – projects throughout Los Angeles County
- » **A range of project types** – residential, commercial, institutional structures; landscape projects; planning, grassroots advocacy, media, and educational projects
- » **Community diversity** – projects that positively affect the wide range of communities and neighborhoods throughout Los Angeles County

# Questions?

Contact Erik Van Breene at [vanbreene@laconservancy.org](mailto:vanbreene@laconservancy.org). Thanks for your interest, and good luck!



**LOS ANGELES  
CONSERVANCY**

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The Los Angeles Conservancy is a nonprofit membership organization that works through education and advocacy to recognize, preserve, and revitalize the historic architectural and cultural resources of Los Angeles County. **Learn more or join today at [laconservancy.org](http://laconservancy.org).**