15TH ANNUAL

STUDENT HOUSING
BUSINESS®

INNOVATOR AWARDS

2025 OFFICIAL RULES AND CATEGORIES

DEADLINE FOR SUBMISSIONS IS FEBRUARY 13
$295 PER ENTRY

Winners to be selected by a jury of student housing industry executives and announced during InterFace Student Housing on Thursday, April 10th, in Austin, TX. Winners to also be featured in a special "Innovator Awards" feature section of the May/June 2025 issue of *Student Housing Business.*

SHB.AWARDSPLATFORM.COM

RULES AND ELIGIBILITY

The **2025** *Student Housing Business* **Innovator Awards** are designed to honor excellence in development, architecture/design, sustainable design and development, financing, marketing and promotion and amenities in student housing properties, on- and off-campus. Please read the rules and guidelines below.

*PLEASE READ THE RULES AND ELIGIBILITY SECTION
AS WELL AS THE CATEGORIES SECTION CAREFULLY.*

RULES FOR ENTRY:

The *Student Housing Business* Innovator Awards contest is only for student housing projects located in the United States. Categories are open to any university (or housing-related department/entity of a university), university-oriented foundation, privately or publicly-held student housing developer, private or publicly-held student housing owner, recognized third-party management firm, architect, design firm, contractor, marketing firm, connectivity firm, furniture manufacturer/dealer, lender/financial intermediary, amenity provider, or advertising agency. Your connection to the property must be stated in your entry. Each category lists who is eligible to enter. Please make sure your firm is eligible to enter the category; *Student Housing Business (SHB)* and its parent company, France Media, reserve the right to disqualify incorrect entries and retain entry fees.

• ALL entries must be completed via *Student Housing Business's* online entry system located at shb.awardsplatform.com. Most entries will require uploads.

• To enter, you must submit a NARRATIVE with the entry, plus separate files for images (if required). **DO NOT combine the narrative and images into a single PDF.** Doing so will cause the entry to be disqualified.

• A narrative and photos or examples (when requested by the entry criteria) are required for every entry. The word count for the narrative, and the number and type of photos is in the entry criteria for each category. The word count for the narrative is strictly adhered to and entries with overage word counts will be disqualified. Our system requires the narrative and photos be submitted separately. PDFs or JPEGs cannot exceed 5MB. Please refer to the category you are submitting to ensure that your narrative description meets the objectives of the category. *SHB* and France Media reserve the right to disqualify incomplete entries and retain entry fees. Please do not aggregate your narrative and images in a PDF. **USING A PDF as an entry in lieu of individual photos and narrative is NOT ACCEPTED; ENTRIES FILED WITH PDF WILL BE DISQUALIFIED WITHOUT REFUND.**

• Please make sure your entry is complete and meets all of the requirements. *SHB* and France Publications reserve the right to disqualify incomplete entries and retain entry fees.

• Eligible properties must have been completed (ready for occupancy) during the period between January 1, 2023 and December 31, 2024.

• There is no limit to the number of unique entries for a given category.

• If you believe a second party will enter the same project (such as a co-developer, joint venture partner, architect or contractor), we urge you to coordinate your entry. Credit for an award can be given to multiple parties, however one party will have to submit the entry. We encourage entrants in categories to give credit to other parties in the narrative portion of the entry, where applicable (such as developer listing other key players who assisted in the creation of the project). In the case of two entities entering the same project, *Student Housing Business* will honor the first submittal and refund the entry fee for the second entrant. One award statue will be awarded per entry; additional award statues will be available for purchase to co-winners.

• Entries improperly submitted may be rejected. Reasons can include, but are not necessarily limited to:

not following instructions; not providing requested information and materials (including online passwords where applicable); submitting a PDF with narrative and images; or submitting an entry in the wrong category. At the discretion of the judges, entries may be moved to other categories.

• If a password is required to access all or part of an entry, the entrant must provide a username and password to judges that will remain active until August 1, 2025.

• Projects that have won an Innovator Award in 2024 and are still eligible for the 2025 Innovator Awards under the time window are NOT ELIGIBLE for the SAME category they won in 2024. However, if they meet other entry criteria, they can be submitted for other award categories. For example, if a project won "Best New Development" in 2024, and still meets the project time completion window of January 1, 2023 through December 31, 2024, it is eligible to enter another category in 2025 (e.g, Best Amenities, Best Design, etc.).

• All entries become the property of France Publications, Inc., d/b/a France Media, Inc., and all materials may be used in print or digital publications, and for display on-screen in video or slideshow format at an awards ceremony.

• Entrants agree that they have sought necessary approvals from any third parties, including architects/designers, photographers, advertising agencies, etc., for media used in creating their submissions. Entrants grant right of usage of materials used for the entries to *Student Housing Business,* InterFace Conference Group and France Media, Inc.

HOW TO ENTER:

SHB has an awards entry management system, located at *https://shb.awardsplatform.com.*

Entering is simple; entrants do not need to create any design items for their entries. The only elements required to enter are a narrative (as described in the category descriptions that follow) and illustrations, such as photos, charts, screen shots or illustrations. These elements are submitted separately in the entry awards platform process.

Entry Fee: $295 per entry.

ENTRY DEADLINE: FEBRUARY 13, 2025.

JUDGING:

• Each award category will be judged by a team with a minimum of five judges. Judges will review each entry according to specific criteria and award points based on a scale of 1 to 10. Judges will score certain characteristics of an entry, and the total scores of all judges will be averaged by the number of judges a particular entry has. For each category, the entry with the highest average score will be awarded. Ties are permitted and will not be re-voted. Judging decisions are final. Entry fees are non-refundable. Judges who are related to an entry will be recused from voting on that entry.

• There will be a minimum of five judges for each category. Judges will be chosen in February 2025.

• Judges will vote individually and independent of each other after reviewing the online entries. *Student Housing Business* and France Media, Inc., reserve the right to alter the composition of the judging groups and/or the number of entries each group judges.

PRIVACY:

Entrants and judges are subject to France Media, Inc.'s privacy policy, located online at *https://francemediainc.com/privacy-policy/.*

NEW FOR 2025

• The entry management system was new in 2023. See "How to Enter" above for more information if you did not enter in 2023 or 2024.

BEST NEW DEVELOPMENT BY A COLLEGE, UNIVERSITY OR INSTITUTION

This category will be awarded to the best new on-campus student housing development completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the project solved a unique need for the university/college
- Architecture/design
- How the project fits into the campus fabric
- How the project performed relative to budget/timing

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc., in your narrative).

Entries may be submitted by: Universities/Colleges, Foundations

BEST ARCHITECTURE/DESIGN

This category will be awarded to the best architecture and design used in the construction of a new on-campus student housing development completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the project blends form and function
- How the project fits into the campus fabric
- How the project uses green features to both serve the mission of the college/university as a forward-thinking institution as well as achieve operations and management cost savings
- How the project best met the needs outlined by the university.

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors

BEST USE OF GREEN & SUSTAINABLE CONSTRUCTION/DEVELOPMENT

This category will be awarded to the best use of green and sustainable construction in the development of a new on-campus project containing student housing completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the use of green and sustainable construction and development served the mission of the college/university as a forward-thinking institution
- How the use of green and sustainable construction and development will help achieve operations and management cost savings both short and long-term
- Specific LEED rating achieved (if applicable)
- Number and scope of green & sustainable construction & development features in the project

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project's environmental sustainability and how it was inspired and implemented. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the green and sustainable development. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Universities/Colleges, Foundations, Developers

BEST RENOVATION OF EXISTING UNIVERSITY HOUSING

This category will be awarded to the best renovation of an existing project containing university student housing completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How it solved a unique need for the university/college
- How the renovation improved the look and living conditions of the property
- How the renovation helped the project better fit into its surroundings
- How the renovation helped the project become more in-demand by students
- How the renovation performed relative to budget/timing

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the renovation from conception to full renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the renovation. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Architects, Contractors, Universities/Colleges, Foundations, Developers

BEST PUBLIC/PRIVATE PARTNERSHIP DEVELOPMENT

This category will be awarded to the best public/private partnership development containing student housing completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How it solved a unique need for the university/college
- How the project served as a "win-win-win" for the school, residents in the project and the developer
- Architecture/design
- How it fits into the campus fabric
- How it performed relative to budget/timing

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project from conception to full development, with particular emphasis on the structure of the public/private partnership and the process of how it came together. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (university/college contact, architect, contractor, etc.) in your narrative.

Entries may be submitted by: Universities/Colleges, Foundations, Developers, Governing Boards

BEST PUBLIC/PRIVATE FINANCING SOLUTION

This category will be awarded to the most creative public/private financing of an on-campus student housing project completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How this financing solution allowed the project to move forward
- What financing techniques and strategies were used to overcome obstacles in arriving at a financing solution that worked for all stakeholders

Entries should include a narrative, not to exceed 1,000 words, on the financing package used to make the deal happen with details on the obstacles to the deal and how they were overcome. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be used to highlight specific features of the financing. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (college/university contact, lender/financial intermediary, attorneys, etc.) Photos are optional for this category.

Entries may be submitted by: Universities/Colleges, Foundations, Developers, Lenders, Financial Intermediaries.

BEST IMPLEMENTATION OF MIXED-USE OR LIVE/LEARN

This category will be awarded to the best implementation of a mixed-use into a new development or renovation of an on-campus project that contains student housing during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the introduction of the mixed-use benefits the living experience of the residents
- How the introduction of the mixed-use enhances the demand for the dorm by potential residents as well as the status of the dorm for the university/college

Entries should include one exterior photo; two interior photos of the mixed-use area; and one interior shot of how the mixed-use area integrates with its surroundings, and a narrative, not to exceed 1,000 words, on the implementation of the mixed-use element into the development or renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the mixed-use element. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries may be submitted by: College/University, Architects, Contractors, Developers, Managers/Operators

BEST VENDOR/UNIVERSITY SOLUTION

This category will be awarded to the best vendor/operator solution that a provider or college/university introduced into an on-campus project containing student housing during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the vendor (and product/service) solved a unique need for the operator and its project.
- How the solution saved the operator money and time
- Return on investment of the solution

Entries should include a narrative, not to exceed 1,000 words, on the solution and what was involved in the situation. Include the background and objectives, implementation and execution, and a summary of the result. Specific quantitative results of net operating income, improvements in speed or service, should be discussed in the narrative. Separately, bullet points can be included highlighting specific elements of the solution. Please include the date (month and year) that the solution was implemented in your narrative. This category cannot be awarded for a public/private partnership. Photos are optional for this category.

Entries may be submitted by: Project Owner, Managers/Operators, Vendors

BEST NEW DEVELOPMENT > 400 BEDS

This category will be awarded to the best new purpose-built off-campus development with more than 400 beds completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the project has distinguished itself in the marketplace to achieve strong occupancy and rental rates compared to other similar projects in the market
- Architecture/design that made the project stand out from the competition
- Evidence that the development fit the surrounding community as well as students' needs.
- Amenities and comforts surpassing those available in the market.

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Developers, Architects, Project's Current Owner

BEST NEW DEVELOPMENT ≤ 400 BEDS

This category will be awarded to the best new purpose-built off-campus development of 400 or fewer beds completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the project has distinguished itself in the marketplace to achieve strong occupancy and rental rates compared to other similar projects in the market
- Architecture/design that made the project stand out from the competition
- Evidence that the development fit the surrounding community as well as students' needs.
- Amenities and comforts surpassing those available in the market.

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Developers, Architects, Project's Current Owner

BEST NEW DEVELOPMENT – BOUTIQUE (150 BEDS OR LESS)

This category will be awarded to the best boutique purpose-built off-campus development of 150 beds or less, completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the project has distinguished itself in the marketplace to achieve strong occupancy and rental rates compared to other similar projects in the market
- Architecture/design and amenities that make the project stand out from the competition

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Developer, Project's Current Owner

BEST RENOVATION OF EXISTING PROJECT

This category will be awarded to the best renovation of an existing student housing development completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the renovation improved the occupancy and rental rates of the property
- How the renovation improved the look and living conditions of the property
- How the renovation performed relative to budget/timing

Entries should include two exterior photos (one before and one after renovation); and two interior photos of a visit (one before and one after); one interior photos of common area/clubhouse; and a narrative, not to exceed 1,000 words, on the renovation from conception to full renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the renovation. Please include the date (month and year) that the renovation was completed in your narrative, as well as the age of the project before renovation. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries may be submitted by: Architects, Contractors, Developers, Project's Current Owner

BEST IMPLEMENTATION OF MIXED-USE IN NEW DEVELOPMENT OR RENOVATION

This category will be awarded to the best implementation of a mixed-use into a new development or renovation of an off-campus student housing project built or redeveloped during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the introduction of the mixed-use benefits the living experience of the residents
- How the introduction of the mixed-use enhances the demand for the project by potential residents as well as the status and use for the community.
- Success of retailers, restaurants, hotels and/or other use components.

Entries should include one exterior photo; two interior photos of the mixed-use area; and one interior shot of how the mixed-use area integrates with its surroundings, and a narrative, not to exceed 1,000 words, on the implementation of the mixed-use element into the development or renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the mixed-use element. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries may be submitted by: Architects, Contractors, Developers/Owners, Managers/Operators

BEST ARCHITECTURE/DESIGN > 400 BEDS

This category will be awarded to the best architecture and design used in the construction of a new purpose-built off-campus development with more than 400 beds completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How it blends form and function while facilitating the needs of both the developer and student residents
- How the architecture & design of the project distinguished it in the marketplace to standout from the competition and achieve strong occupancy & rental rates compared to other similar projects in the market
- How the architecture and design allowed the project to offer features (greater amenities, location of amenities, features within units) that helped facilitate leasing and student interest in the development

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the architecture/design. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Developers

BEST ARCHITECTURE/DESIGN ≤ 400 BEDS

This category will be awarded to the best architecture and design used in the construction of a new purpose-built style off-campus development with 400 or fewer beds completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How it blends form and function while facilitating the needs of both the developer and student residents
- How the architecture & design of the project distinguished it in the marketplace to standout from the competition & achieve strong occupancy and rental rates compared to other similar projects in the market
- How the architecture and design allowed the project to offer features (greater amenities, location of amenities, features within units) that helped facilitate leasing and student interest in the development

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the architecture/design. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Developers

BEST IMPLEMENTATION OF AFFORDABLE HOUSING

This category will be awarded to the best implementation of an affordable housing component into a new development or renovation of an off-campus student housing project built or redeveloped during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the introduction of the affordable housing benefits the community or university environment, work force housing structure, and living experience of the residents
- How the introduction of the affordable housing affects the local community, and alleviates housing demand.
- How the incorporation of affordable housing units affected the physical nature and financial structure of the property.
- Qualification of the project as affordable housing (e.g., how community affordable housing requirements were met).
- How the development team worked with the local community.

Separately, bullet points can be included on specific features of the affordable housing element (if discernable). Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries should include: A narrative, not to exceed 1,000 words, on the implementation of the affordable housing element into the development or renovation. Include the background and objectives, implementation and execution, and a summary of the result: four exterior photos, three interior photos.

Entries may be submitted by: Architects, Contractors, Developers/Owners, Managers/Operators.

BEST INTERIOR DESIGN (LESS THAN 400 BEDS)

This category will be awarded to the best interior design used in the new construction or renovation/refresh of a purpose-built off-campus development (less than 400 beds) completed during the period of January 1, 2023 through December 31, 2024, based on the following criteria:

- How it blends form and function while facilitating the needs of both the developer and student residents
- How the design works with the overall theme of the project.
- How elements of the design (colors/paint/wallcovering, furniture, floorcoverings, art, etc.) were utilized effectively.
- How the interior design distinguished the project and lent identity and theming to stand out from the competition
- How the interior design helped facilitate student interest or leasing in the development

Entries can be for common areas, units or both; the narrative should specify if you are focusing on a single area or interior design for the entire project. Please specify the budget and any other constraints. Entries should include five interior photos; and a narrative, not to exceed 1,000 words, on the project's design covering the points outlined above. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features and partners used in the design. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Developers, Interior Design Firms, Vendors to the industry.

BEST INTERIOR DESIGN (400 BEDS OR MORE)

This category will be awarded to the best interior design used in the new construction or renovation/refresh of a purpose-built off-campus development (400 beds or more) completed during the period of January 1, 2023 through December 31, 2024, based on the following criteria:

- How it blends form and function while facilitating the needs of both the developer and student residents
- How the design works with the overall theme of the project.
- How elements of the design (colors/paint/wallcovering, furniture, floorcoverings, art, etc.) were utilized effectively.
- How the interior design distinguished the project and lent identity and theming to stand out from the competition
- How the interior design helped facilitate student interest or leasing in the development

Entries can be for common areas, units or both; the narrative should specify if you are focusing on a single area or interior design for the entire project. Entries should include five interior photos; and a narrative, not to exceed 1,000 words, on the project's design covering the points outlined above. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features and partners used in the design. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Developers, Interior Design Firms, Vendors to the industry.

BEST COMMUNITY NAME

A good name can give a property cache, swagger and an identity. This innovator will be the judges' choice for the best new property name. (There is no age/date restriction on this category).

In your narrative, explain why you think your property's name works and how it makes the property successful

Entries should include:

- A narrative, not to exceed 500 words, explain why you think your property's name works and how it makes the property successful. Include the background and objectives, implementation and execution, and a summary of the result.
- A logo with the project's name
- A photo of the project, incorporating the name.

Entries may be submitted by: Owners, Architects, Contractors, Developers, Management Companies, Marketing Firms, Interior Design Firms.

BEST USE OF GREEN & SUSTAINABLE CONSTRUCTION/DEVELOPMENT

This category will be awarded to the best use of green and sustainable construction in the development of a purpose-built student housing project completed during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the use of green and sustainable construction and development will help achieve operations and management cost savings both short- and long-term
- Specific LEED rating achieved, if applicable
- Number and scope of green & sustainable construction & development features in the project

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 1,000 words, on the project's environmental sustainability and how that was inspired and implemented. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Private Developers, Project's Current Owner

BEST FINANCING SOLUTION

This category will be awarded to the most creative financing strategy and package used to bring an off-campus student housing acquisition or development transaction to a successful conclusion during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the financing strategies and package ultimately used were able to overcome obstacles in the transaction
- How creative thinking and an open-minded approach to looking at the deals and financing parameters helped get the transaction across the finish line

Entries should include a narrative, not to exceed 1,000 words, on the background of the transaction, the financing and other obstacles to getting the deal done, how those obstacles were overcome, and the financing strategies and package used to get the deal across the finish line. Separately, bullet points can be included on specific aspects of the financing. Please include the date (month and year) that the project was completed in your narrative. Please include at least one photo of the project with your entry (up to five allowed).

Entries may be submitted by: Lenders, Financial Intermediaries, Developers, Project's Current Owner

BEST TURNAROUND PROJECT/VALUE-ADD

This category will be awarded to the best turnaround of an underperforming off-campus student housing project during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- The occupancy and rental rate turnaround in the property from when the turnaround first began to stabilization to where the owner/manager wanted the property to be
- The obstacles overcome in achieving the turnaround, be they college/university-driven, competition/market-driven, or the condition or reputation of the property

Entries should include two exterior photos (one before turnaround, one after); two interior photos of common area (one before turnaround, one after); and one shot of a completed bedroom/unit, and a narrative, not to exceed 1,000 words, on the project from acquisition or beginning management contract to full turnaround. Include the background and objectives, implementation and execution, and a summary of the result.

Separately, bullet points can be included on specific features of the turnaround. Please include the date (month and year) that the turnaround was both begun and completed in your narrative. As well, it is imperative to include leasing or NOI percentage growth results of the turnaround in your narrative.

Entries may be submitted by: Project's Current Owner, Managers/Operators

BEST VENDOR/OPERATOR SOLUTION

This category will be awarded to the best vendor solution that a provider or project owner introduced into an off-campus student housing project during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the vendor (and product/service) solved a unique need for the operator and its project(s).
- How the solution saved the operator money and time
- Return on investment of the solution

Entries should include a narrative, not to exceed 1,000 words, on the solution and what was involved in the situation. Include the background and objectives, implementation and execution, and a summary of the result. Specific quantitative results of net operating income, improvements in speed or service, should be discussed in the narrative. Separately, bullet points can be included highlighting specific elements of the solution. Please include the date (month and year) that the solution was implemented in your narrative. Photos are optional for this category.

Entries may be submitted by: Project Owner, Managers/Operators, Vendors

BEST BANDWIDTH/CONNECTIVITY/IOT SOLUTION

This category will be awarded to the best solution for bandwidth improvement, internet connectivity enhancement or technology utilization that a provider or project owner/manager introduced into an off-campus student housing project during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- How the vendor (and product/service) solved a unique need for the operator and its project(s).
- How the solution was cost efficient and improved amenities for the operator
- Positive outcomes of the solution

Entries should include a narrative, not to exceed 1,000 words, on the solution and what was involved in the situation. Include the background and objectives, implementation and execution, and a summary of the result. Specific quantitative results of net operating income, improvements in speed or service, should be discussed in the narrative. Separately, bullet points can be included highlighting specific elements of the solution. Please include the date (month and year) that the solution was implemented in your narrative. Photos are optional for this category.

Entries may be submitted by: Project Owner, Managers/Operators, Vendors

BEST PACKAGE & OFFERING OF AMENITIES

This category will be awarded to the off-campus project that had the best package of amenities to offer to its residents during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- Breadth, depth and quality of amenities offered by project to residents
- Occupancy and rental rate success compared to similar projects in the market and the market overall
- 'Wow' and 'buzz' factor generated for the project by the amenities package and offerings

Entries should include five pictures of various amenity offerings and a narrative, not to exceed 1,000 words, describing the package and amenity offerings and the impact they had on leasing and marketing. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific amenity offerings. Please include the date (month and year) that the amenities in question were being offered in your narrative.

Entries may be submitted by: Project Owner, Managers/Operators

BEST IN-HOUSE MANAGEMENT INNOVATION

This category is designed to spotlight in-house management programs and policies that result in a great change in NOI for a property, project, or portfolio. This innovator will be awarded to the management company that can demonstrate via narrative positive change results created through an initiative created in-house that brought positive results to NOI at a single property or multiple properties during the period of January 1, 2023 through December 31, 2024 based on the following criteria:

- Need for the program, policy or change
- Effectiveness (change in NOI) of the program, policy or change.
- Any change in occupancy and rental rate success compared to similar projects in the market and the market overall
- Internal results and adoption of the program, policy or change by other properties.
- Trend-setting in the market or sector

Entries should include a narrative, not to exceed 1,000 words, describing the program, policy or change in operations and the impact it had on efficiency and/or net operating income. Include the background and objectives, implementation and execution, and a summary of the result. Please include the date (month and year) of the time period this change took place in your narrative. Photos, charts and graphs are optional for this category.

Entries may be submitted by: Owners, Managers/Operators

BEST MARKETING & LEASE-UP PROGRAM

This category will be awarded to the off-campus project that had the best success and most innovation with its at- traction to residents and the results in its lease-up rate. The program should be for the 2022-2023 or 2023-2024 academic years during the period of January 1, 2023 through December 31, 2024. The award will be based on the following criteria:

- Breadth, depth and quality of amenities offered by project to residents
- Web site, social marketing, personal, e-mail and media campaign to students
- General 'word of mouth' buzz of the property among students
- Results showing occupancy improvement year over year.
- Occupancy & rental rate success compared to similar projects in the market & the market overall
- "Wow" and 'buzz' factor generated for the project by the campaign and/or amenities

Entries should include screen shots of any applicable web pages or social media campaigns/pages, photos or screen shots of any campaign activities, brochures, etc., and photos of various amenity offerings, as well as one photo of the property, and a narrative, not to exceed 1,000 words, describing the marketing and lease-up program and its impact on occupancy. Include the background and objectives, implementation and execution, and a summary of the result. State the academic year this program was for and please include the date range that the program ran. If you are an outside vendor to the property, such as an advertising or marketing firm, please state your relation in the narrative.

Entries may be submitted by: Project Owners, Managers/Operators, Marketing Firms, Advertising Agencies

BEST MOBILE MARKETING CAMPAIGN

This category will be awarded to the off-campus project that had the best success and most innovation with its mobile marketing campaign. The campaign must have taken place from the period of January 1, 2023 through December 31, 2024. The award will be based on the following criteria:

- Reason and purpose behind the mobile marketing campaign
- How well the campaign met its reason and purpose (measured results)
- Creativity, depth and breadth of the program's reach

Entries should include up to four screen shots of any applicable web/mobile pages, photos of any campaign activities, as well as one photo of the property; and a narrative, not to exceed 1,000 words, describing the campaign and proving its objectives. Include the background and objectives, implementation and execution, and a summary of the result. Please include quantifiable results (numbers) of the program. State the academic year this program was for. Please include the date range that the program ran. If you are an outside vendor to the property, such as an advertising or marketing firm, please state your relation in the narrative.

Entries may be submitted by: Project Owners, Managers/Operators, Marketing Firms, Advertising Agencies

BEST SOCIAL MEDIA CAMPAIGN

This category will be awarded to the off-campus project that had the best success and most innovation with its social media program. Since social media is ongoing, the time requirement is that the campaign must have started before December 31, 2024. The award will be based on the following criteria:

- Reason and purpose behind the social media campaign
- How well the campaign met its reason and purpose (measured results)
- Creativity, depth and breadth of the program's reach

Entries should include: a narrative, not to exceed 1,000 words, on the implementation of the affordable housing element into the development or renovation. Include the background and objectives, implementation and execution, and a summary of the result. Images: three interior photos and three exterior photos.

Entries may be submitted by: Project Owners, Managers/Operators, Marketing Firms, Advertising Agencies