



2009 City Cultural *diversity* Awards

Sponsored by the
National Black Caucus of
Local Elected Officials
of the
National League of Cities



*“Making an Affirmative Difference in
Our Nation’s Cities and Towns”*



APPLICATIONS MUST BE RECEIVED BY:
January 30, 2009

AN INVITATION FROM NBC-LEO

Greetings to you as we welcome the New Year! For your information, we have enclosed the announcement and application form for the NBC-LEO 2009 City Cultural Diversity Awards program.

This program was founded by the National Black Caucus of Local Elected Officials (NBC-LEO) and is implemented in cooperation with the National League of Cities (NLC). It seeks to showcase NLC member cities and honor their community leadership in developing creative and effective programs designed to improve and promote cultural diversity through a collaborative process with city officials, community leaders and residents.

This year, President-Elect of NBC-LEO, will chair the City Cultural Diversity Awards Program Committee. Judges will be chosen from NBC-LEO's membership, and there will be guest judges representing other National League of Cities' constituency groups and the corporate sector. They will all be working with us to contribute to the success of our program. As in previous years, winners will be selected in four population categories which are listed in the announcement. As part of the application for the awards program, there is also a non-refundable entry fee to help underwrite some of the administrative costs to implement the awards program.

All applications that are received are subsequently forwarded to NLC's Municipal Reference Service (MRS) so that they will become a part of NLC's examples database to be shared with NLC members upon request.

All applications must be received by January 30, 2009. Winners will be recognized at the NLC Congressional City Conference *Celebrate Diversity Breakfast* on March 16, 2009. All award program applicants will be notified about their status at least two weeks before the breakfast event. Representatives of the winning cities will receive three complimentary breakfast tickets for registered delegates from their cities to attend the breakfast event for the award presentation. We encourage you to complete the application form and return it to us by the deadline. The application form is complete with instructions, award eligibility criteria, and other important information, including our contact telephone number in case you may have questions.

We look forward to your participation in our program and appreciate the support of NLC in this effort.

Best of luck to you.



Daisy W. Lynum
President, National Black Caucus
of Local Elected Officials and
Commissioner, Orlando,
Florida



Audwin Samuel
President-Elect, National Black Caucus of
Local Elected Officials, and Program Chair,
City Cultural Diversity Awards
Councilmember, Beaumont, Texas

2009 CITY CULTURAL DIVERSITY AWARDS PURPOSE AND FOCUS

Recognizing the growing diversity in America's cities, the National Black Caucus of Local Elected Officials (NBC-LEO), a leading voice for African American leadership in local government and a constituency group of the National League of Cities, believes that diversity should be reflected in the activities of America's cities and towns.

As a result, NBC-LEO has established the City Cultural Diversity Awards as a means of demonstrating quality and innovation in relation to the many aspects of cultural diversity. This award program is designed to: 1) encourage citizen involvement in local government-sponsored activities; and 2) enhance and show the appreciation of cultural diversity as a way of life in our municipalities.

The City Cultural Diversity Awards Program has been developed to showcase examples of how cities achieve excellence in diversity. It also promotes the positive results of "a total community collaboration." The awards are given to honor community leadership in developing creative and effective programs to improve cultural diversity.





AWARD ELIGIBILITY CRITERIA AND ENTRY FEE

Only National League of Cities member cities are eligible to apply. An entry fee is required to apply for the award program in a specific population category. A total of four City Cultural Diversity first place awards will be presented at the March 16, 2009 *Celebrate Diversity Breakfast* at the National League of Cities' Congressional City Conference. The following population categories have a specific entry fee for each population category (*all entry fees are non-refundable*):

- ❖ The under 25,000 population category entry fee is \$200.
- ❖ The 25,001 - 100,000 population category entry fee is \$300.
- ❖ The 100,001 - 400,000 population category entry fee is \$400.
- ❖ The over 400,001 population category entry fee is \$500.

The City Cultural Diversity Awards application must focus on one municipal program. If you have additional programs, they must be submitted separately with an additional application form and entry fee. Each program submitted must have a separate application form and fee. A program must demonstrate that it has:

- ❖ *Enhanced the quality of life of your community for the improvement of equal opportunity and for the provision of greater access to government and government services by multiracial and multicultural populations; and*
- ❖ *Increased citizen participation in government and community activities by all segments of the community.*

Each program must demonstrate that cultural diversity is an ongoing and recognized effort in your city or town. Programs may cover government-generated or community-based efforts in your municipality. Each program should ensure that its staff is diverse or exemplifies diversity. All award recipients will be chosen by an independent panel of judges represented in the NBC-LEO City Cultural Diversity Awards Program Committee. Judges will be represented from NBC-LEO as well as other NLC constituency or member groups.

AWARD RECOGNITION

Award recipients will be recognized during the National League of Cities (NLC) *Celebrate Diversity Breakfast* held on March 16, 2009, during NLC's Congressional City Conference. In addition, each award recipient will receive national and local media coverage, including a feature article in NBC-LEO's *Newslines* newsletter, NBC-LEO's web page, NLC's web page, NLC's *Nation's Cities Weekly* newspaper; and the quarterly NLC *Constituency Group Report*.

AWARD APPLICATION REQUIREMENTS

1. Municipalities must send four (4) copies [*including four (4) copies of any optional materials*] of the application form to:

*The NBC-LEO City Cultural Diversity Awards Program
c/o National League of Cities
Constituency Group Programs
1301 Pennsylvania Avenue, NW, Suite 550
Washington, DC 20004*


2. The application must be accompanied by the appropriate entry fee for the selected population category and made payable to the NLC/NBC-LEO. These fees are for the expressed purpose of implementing the awards program and are non-refundable.

3. All entries must be received by January 30, 2009. For those cities that would like to have confirmation that their application was received, please send a self-addressed, stamped postcard with the application. Previous award winning programs cannot be reentered. However, the same city may re-apply and submit a different program.

4. The attached application form has five parts: *a title page* that should be signed by the Chief Executive Officer in your community; *a two-sentence description and a two-page executive summary* that should highlight your city's program; *responses to three core questions* about your city's cultural diversity program; and *optional exhibit materials*.

5. Deliberations by a panel of judges will occur in mid-February. A press release will be made available to award winners and their state municipal leagues shortly after the awards are announced. Winners will be notified prior to the NLC Congressional City Conference so that winning cities can be represented and honored at the *Celebrate Diversity Breakfast* awards ceremony in Washington, D.C. Award winning cities or towns will receive three complimentary tickets to the NLC Diversity Breakfast for registered delegates. If a winning municipality plans to have additional representatives at the ceremony, they will be able to purchase tickets on-site at the NLC conference one day prior to the breakfast event. Award winners must pay the NLC conference registration fee if they plan to attend other portions of the conference.

6. Municipalities that apply must be current members of the National League of Cities.



**National Black Caucus of Local Elected Officials
of the National League of Cities
2009 City Cultural Diversity Awards Program
APPLICATION FORM
(page one)**

Municipality/State: _____ Population: _____

Project Title: _____

Inception Date: _____ NLC Member City Since: _____

Application Submitted by: _____

Title: _____ Phone/Fax/e-mail: _____ / _____ / _____

Address: _____

City/State/Zip Code: _____ Project Web Site Address: _____

Project Contact Person: _____

Title: _____ Phone/Fax/e-mail: _____ / _____ / _____

Address: _____

City/State/Zip Code: _____

Name of Chief Executive Officer: _____

(i.e., Mayor, City Manager, etc.)

Title: _____ Phone/Fax/e-mail: _____ / _____ / _____

Signature: _____ Date: _____

Address: _____

City/State/Zip Code: _____

Name and title of individual who referred this application to you: _____

If you were referred by an NBC-LEO Member, indicate their name and title: _____

_____ **Enclosed are four (4) copies of this application form with four (4) sets of optional materials.**

_____ **Attached is the \$ _____ entry fee based on the appropriate population category.**

Population category (check one):

_____ **Under 25,000 (\$200)** _____ **25,001-100,000 (\$300)** _____ **100,001-400,000 (\$400)** _____ **over 400,001 (\$500)**

A SEPARATE APPLICATION FORM AND FEE ARE REQUIRED FOR EACH SUBMITTED PROJECT.

**MAIL TO: NBC-LEO 2009 City Cultural Diversity Awards
National Black Caucus of Local Elected Officials
1301 Pennsylvania Avenue, NW, Suite 550, Washington, DC 20004
by January 30, 2009
QUESTIONS?? Call NLC at (202) 626-3062.**

**National Black Caucus of Local Elected Officials
2009 City Cultural Diversity Awards Program
(page two)**

DESCRIPTIVE SENTENCES

This information, about your program, will be used in our press release.

Please describe your program in no more than two sentences in the space provided below, keeping in mind the aspects of “who, what, where, when, how and why” about the program.

EXECUTIVE SUMMARY

Use this page and the next page to highlight your city’s program.

Describe in detail the program in any municipal or public policy area developed by your city in the last eighteen months or more. Your summary should present a broad description of the program.

**National Black Caucus of Local Elected Officials
2009 City Cultural Diversity Awards Program
(page three)**

EXECUTIVE SUMMARY *(continued)*

Use this as the second page to highlight your city's program (if you need additional space).

**National Black Caucus of Local Elected Officials
2009 City Cultural Diversity Awards Program
(page four)**

THREE CORE QUESTIONS

See the questions below and include your responses on this sheet or attach another sheet if you need more space.

1. Describe what makes your program a good example of cultural diversity for your community and others. Describe the role of your community's local elected officials in initiating, encouraging, or supporting the program. Also, please provide information about the diversity of the staff and others involved in implementing the program.

2. How does the program support cultural diversity in your community?

3. What lessons did your city or town learn that may be helpful for other communities that may wish to replicate your policy or program?

OPTIONAL EXHIBIT MATERIALS

**Please feel free to attach optional exhibit materials (four sets) after this page.
Thank you for submitting this application for the NBC-LEO 2009 City Cultural Diversity Awards.**

National Black Caucus of Local Elected Officials
c/o National League of Cities
1301 Pennsylvania Avenue, NW, Suite 550
Washington, D.C. 20004
www.nbc-leo.org
www.nlc.org

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