

## **FOR IMMEDIATE RELEASE**

Below is a summary of Prize2theFuture, list of judging criteria, list of 10 finalists with description, contact info and link to website where full entries and supplemental material are available, additional quotes from Community Foundation staff.

For additional information, contact Emily Rushing, Director of Communications, cell 205-873-0942 or office 205-327-3806.

**From 1,100 submissions to 10, Community Foundation announces finalists**  
Judges praise creativity of ‘community workshop’ created by Prize2theFuture, Inspiration of great ideas that will form basis of design concept in Phase 2

### **Background:**

Prize2theFuture, the on-line idea contest that represents the innovative first investment from Community Catalyst Funds of the Community Foundation of Greater Birmingham, has surpassed all expectations for an idea contest.

- If we had 200 submissions, this would have been considered a success – we had 1,100.
- Participation from 39 countries (including U.S.).
- Majority participation from Birmingham Metro area, showing how much people care about our community and validates what people think is important.
- Judges from community and beyond (38 total), including judging chair Tom Leader, see creativity, passion, innovation, collaborative spirit and a resulting “community workshop” that provides all the ingredients for the design concept that will be developed in Phase 2 of Prize2theFuture.

Prize2theFuture has become an on-line workshop that validates what is important to the citizens of our community.

### **Criteria for judging**

**The 10 finalists received the highest ranking on the following criteria:**

#### **Does the idea have the cool factor? (25%)**

- Inspires youthfulness, social engagement, fun and creativity
- Helps attract and retain talented, interesting people within the Greater Birmingham community
- Collaborative by design

#### **Does the idea complement the Railroad Park/Sloss Corridor? (20%)**

- Builds on existing assets, especially along the Railroad Park/Sloss Corridor
- Unique and distinctive to Birmingham
- May include creative connectivity to other areas or sites

#### **Is the idea feasible, realistic, doable and sustainable? (25%)**

- Provides earned income for Railroad Park

#### **Is the idea magnetic and contagious? (20%)**

- A dynamic destination with potential for a new experience every visit
- Energizing, intriguing and timeless destination
- Encourages repeat visits

#### **Does the idea have broad appeal? (10%)**

- Offers hope, excitement, pride to users of all ages
- Equally attractive to residents and visitors
- A unifying effect on region

## 10 finalists (alpha list, followed by contact info)

Below is an alphabetical list of the 10 finalists, with names of individuals and team members, where they are from and a brief description. Following this list is contact information for the individual entries, plus the team leader on each team. **The full entries with supplemental material are available now to media at <http://prize2thefuture.org/gallery/final-10.html>.**

- **The Bazaar at Railroad Park**, Jill Ceitlin, Washington, D.C. Inspired by the Terminal Station, The Bazaar description includes shops and restaurants featuring products that represent the best of the South, as well as a center for learning, using technology to explore the rich history of the Magic City.
- **Magic City Station**, Grant Gramstad, team leader, with Dave Smith and Larry Hudson, Birmingham, Alabaster and Trussville. A three-part concept includes a space for shopping and dining that evokes images of railroad history, an entertainment venue using the curved ceiling as a screen and an environmentally responsible energy production system.
- **The Magic Wheel**, Mandy Lamb Meredith, team leader, with Sharon Colgin and Anne-Laura Cook, Birmingham. A permanent custom Ferris Wheel serves as a visible landmark, surrounded by rail-car restaurants, art installations and bike-walking path leading from Railroad Park to Sloss Furnaces.
- **One Birmingham Place**, Colin Coyne, Birmingham. Subtitled “an eight-part celebration of community and social re-engagement,” this multi-use facility has eight detailed sections, including a computer lab, performance venue, outdoor projection wall, café and “HUB” for collaboration between community organizations.
- **Parkside Market**, John Gill, Birmingham. Inspired by traditional Parisian street markets, this proposal calls for a full-time, year-round facility including locally-owned and operated stores and cafes and featuring locally-grown foods and goods.
- **sPark: A Social Good Park & Project**, Robert Thuston, team leader, with Richard Pigford Sr., Jay Pigford, Sean Palmer and Sarah Louise Smith, Birmingham and Clay. A social entrepreneurship program includes selection of participants for a one-year fellowship program that allows them to collaborate on ideas in a center that provides space for living and working and, at the end, to find funding for their ideas.
- **Stacks and Tracks**, Joel Blackstock, team leader, with Stephen Allen, HB Brantley, Mark Elgin and Joel Eliason, Birmingham. A Ferris Wheel, water feature and light show highlight this idea, which also includes a residential/hotel component, retail/restaurant space, parking deck and pedestrian promenade along Powell Avenue.
- **The Station**, James Ponseti, team leader, with Anthony Smith, Homewood. Year-round farmer and merchant’s market features interactive fountain and amphitheatre, linked around a railroad theme, with pedestrian-friendly access across 18<sup>th</sup> Street and heritage trail along paths linking Railroad Park and the Sloss Corridor.
- **THE STATION**, Carol Misner, team leader, with Cherri Pitts, Birmingham. All-season marketplace, featuring local growers, artisans, chefs and musicians, an underground parking garage and outdoor amphitheater, features a “green” roof with landscaped walkway and seating, linked to Railroad Park by a bridge.
- **The Stockyard**, Josh Westerhold, Birmingham. A public open-air plaza uses stackable re-purposed shipping containers and rail cars to shape a path leading from Railroad Park toward Sloss Furnaces and to provide seasonal space leases for food, arts, entertainment and offices.

**Additional quotes:**

**From Kate Nielsen, President of the Community Foundation:** “On May 5, we will recognize 10 winners with cash prizes for their ideas. That is the important part about this first round of Prize2theFuture – the ideas. Phase 2 will be all about the specific designs, incorporating what we have learned from what our judging chair Tom Leader called a community workshop.”

“Our prize consultants, Idea Crossing in California, believe this is a strong model for obtaining community input that can be duplicated in other places where leaders value the ideas of the people.

“We want to recognize the city leadership that has worked with us all along the way and made the block available for this contest.

**From Karen Rolen, Senior Vice President Grants & Initiatives of the Community Foundation:** “We are so grateful to everyone who took time to submit their entry and for the enthusiasm they continue to show about what happens on this city block. This tremendous response shows that we live in a community where many people have a strong desire for progress.

“Everyone is invited to the May 5 announcement, 5 p.m. at the Alabama Theatre, where we will announce the cash prizes and start the process of shaping the design and getting the support to create something cool on one city block in downtown Birmingham.

“A panel that totaled 38 community and national judges (33 First Round, 10 Final Rounds, 7 served in both) reviewed the 1,100 submissions and selected the 10 finalists for Prize2theFuture, the international on-line idea contest that represents the innovative first investment from Community Catalyst Funds of the Community Foundation of Greater Birmingham.”

**Register to attend the free event at <http://prize2thefuture.eventbrite.com>**