



Cultural Alliance of Greater Hampton Roads
2017 ALLI Awards
Category Descriptions

The ten categories for the 2017 ALLI Awards are described below. Only one honoree will be named in each category. With the exception of the Creative Leadership Award, all honorees must live in, work in, and/or directly impact the arts and culture community in Hampton Roads. The Creative Leadership Award recognizes work with impact locally, regionally or statewide. The Creative Leadership honorees may or may not live in Hampton Roads. Unless otherwise noted, the frame of reference is since the last *ALLI Awards* – November, 2016 to November, 2017.

Business Awards are divided into three levels for businesses in Hampton Roads:

1. *ALLI Award for Small Business* (fewer than 50 employees)
2. *ALLI Award for Medium Business* (more than 51-249 employees)
3. *ALLI Award for Large Business* (more than 250 employees)

NOTE: Business nominations from local Offices of Economic Development, Forward Hampton Roads, the Hampton Roads Center for Civic Engagement, and area Chambers of Commerce are encouraged.

Individual Awards are divided into three areas for individuals in Hampton Roads:

4. *ALLI Award for Arts Professional* (full time or part time paid employees)
5. *ALLI Award for Emerging Arts Volunteer* (not age restricted but think new volunteer or a college student (the last few years)
6. *ALLI Award for Individual Arts Volunteer* (an established volunteer with years of experience)

Arts Partner Award includes nominees that don't fit other categories in Hampton Roads:

7. *ALLI Award for Arts Partner* (a community organization/civic group, a business leader, an elected official, the media or a media professional, etc. The nomination should be based on the nominee's impact on the region's arts and cultural community).

Special Awards for specific areas of emphasis:

8. The *Betty Minette Cooper ALLI Educator Award* (educators at the K-12 grades, college level, or private instruction in Hampton Roads)
9. The *ALLI Award for Creative Leadership* recognizes an individual whose activities locally, regionally and statewide have highlighted the vitality of all arts and cultural organizations. This individual leads the charge in expanding the reach of arts and creativity, and brings expanded distinction to the arts and culture industry. The recipient may or may not live in Hampton Roads.
10. The *Vianne B. Webb ALLI Award for Lifetime Achievement* exemplifies Vianne's passion in the form of contributions of time, effort and/or financial resources over many years in Hampton Roads.

Attach a clear photo of the nominee – a close-up or head-shot or the company logo – to the cover sheet. Submit signed original and 11 copies by 5 p.m., Friday, September 8, 2017 to: Cultural Alliance of Greater Hampton roads, 420 N. Center Drive, Suite 239-B, Norfolk, VA 23502. Please phone 757-961-4002 or email joan@culturalli.org if you have any questions.