2023 OHIO KENTUCKY CHAPTER
CHANGEMAKER AWARD SUBMISSION

INAGURAL IIDA OHKY CHAPTER-WIDE
2022 INTERIOR DESIGN
AWARDS
COLUMBUS, OH
The Ohio Kentucky Chapter is one of the largest in the IIDA organization, consisting of over 670 members of all levels, spanning across both states, and over 680 miles. Our Chapter consists of five City Centers; Cleveland Akron, Columbus, Cincinnati Dayton, Toledo, & Louisville Lexington.

**WHY DID WE DECIDE TO HOST THIS EVENT?**

For the past five years, the IIDA Ohio Kentucky leadership has focused on chapter unification and reorientating our membership mindset to understand they belong to a larger Chapter beyond their individual City Centers.

We have been successful through redesigned and streamlined digital communication, internal program planning alignment across City Centers, and providing virtual programming allowing all members to join together. The final step in our unification journey was to gather our design community of Ohio & Kentucky in-person at a singular location to celebrate design excellence.

With successfully hosting interior design award celebrations in 4 of our 5 City Centers over the years, we elevated our programming to host a design awards at the chapter-level in 2022.
STRATEGY

With 5 strong City Centers, it has been a methodical effort to unite and collaborate on programming across the Chapter. To date, we have accomplished this through many collective efforts, including the THRIVE Leadership Round-tables, Friday Forums, Capitol Days, and New Member Coffees. Although these programs successful, we have yet to Gather our Chapter-wide design community together in-person. It was time to tackle a collective Design Awards!

TIMELINE

2015 and prior - Cincinnati/Dayton and Cleveland/Akron were participating in City Center level Design Awards

2016 - The goal of a Chapter-wide Design Awards was introduced as a biannual event to be hosted on the years in between City Center awards

2017 - Columbus hosted their first design awards in an effort to introduce and gain support for a chapter-wide awards program

2019 - Louisville/Lexington followed suit with the same thinking

2020/2021 - We powered through the pandemic with virtual programming

2022 Brought everyone back together for a chapter-wide awards program!

Gathering our membership after a long seclusion needed to be carefully planned. Intentional decisions needed to be made that allowed us to connect in a way that was equitable and inclusive for the entire design community.

INCLUSION GOALS

Opportunity for all member types to engage

Safe transportation provided by the Chapter to and from the event from City Centers traveling up to four

Category awards for all - Professional, Students and Industry Members

Central location in Columbus, OH that enabled a variety of engagement opportunities, fitting to the individual comfort level in a post-pandemic climate

MEMBERSHIP APPRECIATION AND RECOGNITION GOALS

Enrich Grant announced for a member seeking further professional development

Spotlights on those making an impact in our two states and their dedication to IIDA

Special acknowledgment to Industry members, whom have been long-standing Benefactors for the Chapter
The purpose of hosting the Student Design Charette was to provide supplemental programming for students in our chapter and further enrich their Design Awards experience. Having the charette event in the afternoon prior to the awards ceremony gave students the opportunity to work with other students from throughout the chapter, use creative thinking skills under a time-constraint, and demonstrate their abilities in front of chapter design professionals.

Through a partnership with Kimball International, the charette prompt had an EDI focus, asking students to create a space of belonging and inclusion. As part of the charette experience, Kaelynn Reid (Kimball) presented a CEU in order to help the students ideate on the assigned prompt.

What I enjoyed most about the charrette was the opportunity to collaborate with design students from other universities. I loved learning about their different approaches and perspectives on design problems and solutions.

- Averi Wolf, Student at The Ohio State University
To elevate the impact and scale of our inaugural event, it was important to create a distinct and elevated brand identity. We invested in a graphic designer, Janet Roy, to help us develop a branding concept for the event and all associated communications that elevated our program from celebrating locally to celebrating Chapter-wide, that represented our five City Centers coming together as one, and was a fun, classy and timeless brand that represented our Chapter today and for years to come. Brand guidelines were created and provided to a marketing committee of volunteers to create various assets for the program.

Our marketing committee followed an extensive calendar of communications deadlines from the announcement of our save the date to continuing to promote the winners through 2023.

We also created a specific invitation list to connect with local college of interior design professors, local AIA leadership and state legislators.
OUR VENUE
STATE AUTO/LIBERTY MUTUAL INSURANCE HEADQUARTERS

We highlighted a space designed by a firm with practitioners that are active in our Chapter! This venue was the perfect, intimate venue to host over 400 people in a perfect setting! State Auto is an excellent example of how WSA’s partnership model incorporates organizational behavior, culture, and branding into the design of spaces to foster connections and create positive experiences. By understanding partners’ needs and challenges, WSA’s team of experience designers go beyond aesthetics and design dynamic spaces that fit unique brand cultures and adapt to how people work today and tomorrow.

“As a student, attending the IIDA Design Awards provided so much inspiration. More than just another networking opportunity, I felt that this experience gave me a lens into the professional world of interior design. Everyone I spoke with was so eager to meet student designers, answer any questions or give advice. In a sense it was revitalizing to see what I will be doing on the other side of school—it was just great to be in a room full of such inspiring, spirited, and talented designers who love what they do!”
- Morgan Vereb, Student at The Ohio State University

SEQUENCE OF EVENTS

2:00 PM - Student Design Charrette

5:30 - 6:30 PM - Networking Reception

6:30 - 7:45 PM - Presentation of Award Winners:
  • Student Projects & Charrette Winners Announced
  • Project Awards Announced & Celebrated
  • ENRICH Recipient Announced
  • IIDA Member of the Year Awards Recognized

7:45 - 9:30 PM - Celebration

WINNERS POSTED HERE!
EVENT PHOTOS HERE!
EVENT VIDEO HERE!
It was important to the planning committee to have a jury committee that was diverse in a multitude of areas, such as design practice experience and geographical location. We were fortunate to have Lisa & Lakiesha joins us in August for our virtual launch party where members were able to hear from jury regarding their design experience, where their passion lies, and what they look for in a design awards submission. Mari & Lakiesha joined us in Columbus for the in-person celebration, sharing comments of jury for selected winning projects.

The experience of the inaugural 2022 IIDA Ohio/Kentucky Design Awards event was absolutely “off the charts” and “over the top”.....AMAZING!!! The venue, the music, the wine, the refreshments, the photo feature.....the presentation of the awards were ALL top, top notch!!! What a way to showcase the passion and talent that our design community has to offer and celebrate!! Can’t wait to attend the next gathering!!

- LESLIE LEWIS SHEETS, Owner, LL&A Interior Design
PROJECT CATEGORIES

ENGAGE
Projects that contribute to cultural and community value through spaces such as arts, humanities and performing arts centers, places of worship, governmental or civic purposes.

HEAL
Projects that promote health and well-being and consider physical, mental and emotional effects on building occupants. These spaces include hospitals, places for physical rehabilitation, recovery centers, primary care facilities, etc.

LEARN
K-12 and higher education projects in public and private institutions. These spaces include classrooms, outdoor learning environments, libraries, student commons, performing arts, labs, housing, & athletic facilities.

LIVE
Residential or commercial projects that encompass areas in which a person resides. This includes projects for single-family dwellings that utilize innovative design strategies, projects for multi-unit dwellings that connect people and place to create high performance communities, and projects that offer short or long-term care and lodging for the elderly population that enhances the lives of the residents while providing healthcare support.

PLAY
Projects that focus on hospitality, restaurant and retail environments. These can include projects that focus on spaces with overnight accommodations including hotels, motels, hostels, resorts, etc. Projects can also focus on amenity spaces within the hospitality industry such as restaurants, spas, retail & event spaces to enhance and promote an exceptional guest experience.

WORK
SMALL (under 25,000 sf) / LARGE (over 25,000 sf)
Commercial office projects that are in the above allocated square footages, which help a corporate organization foster innovation, productivity, & employee happiness & engagement. These spaces help to embody & promote the company’s culture through the design of the built & experienced work environment.

CREATIVE PRODUCT
This award is created to recognize Manufacturer’s Representatives & their crucial role in the design industry. This is an opportunity to highlight a unique application product in a single space. This award will strictly be given to a Manufacturer’s Representative who is an IIDA member.

PEOPLES CHOICE
Over 700 votes were cast on the judgify platform from 10/9 to 10/23 for the project most preferred designers in our region!
EMERGE

Active students throughout the IIDA OHKY Chapter were invited to submit project entries for recognition. Students submitted written statements as well as visual imagery for jury consideration.

Entries were evaluated on overall design excellence, creativity, technical ability, and presentation and flow of work. The student’s year and experience in school was taken into account when evaluating submissions.

“I really enjoyed the opportunity to work with students from different schools”
- Joseph Cox, Student at the University of Kentucky

Student Jury panel was curated to have a professional member representing each City Center in our Chapter!

Amy Mees
IIDA, LEED AP, EDAC
Principal, GBBN

Victoria Mayer
IIDA
Senior Associate, Gensler

Victoria Kraft
IIDA, NCIDQ, NCARB, RA
Owner, LVK Design

Kristie Stanfield
IIDA, LEED AP, CHID, FITWEL
Principal, Champlin Architecture

Alyson Erwin
IIDA, NCIDQ
Senior Associate, NBBJ
INCLUSION & EQUITABLE ENGAGEMENT EFFORTS

With our Chapter’s previous lack of successful in-person, Chapter-wide gathering of our members, we wanted to be sure we got it right this time. Strategic opportunities were created that allowed everyone the ability to engage with the program and celebrate design.

The Chapter provided an opportunity for transportation from each City Center to alleviate the burden of travel. This allowed us to have attendance that represents IIDA Ohio Kentucky as a whole.

I am so proud of our chapter for organizing and executing a long time dream of a united chapter design awards. It was a night filled with not only celebrating design excellence but promoting the value of connection for our professionals from across the Ohio Kentucky Chapter. In my opinion one of the best ways we accomplished this was offering buses to help draw individuals to the event. The bus ride from Toledo was filled with laughter and was the absolute best way to start the energetic evening. I can’t wait to continue this new tradition.

- Emma Reed, Interior Designer
The Senator Group

Sought after individuals to engage in various elements of the event, such as the jury panels, committee volunteers, and sponsors, that were diverse in IIDA membership type, geographic location, career experience level, market-level expertise, and more.

Project and Member of the Year submission categories allowed IIDA membership types the ability to submit and be represented.

Free tickets for Design Awards were provided to students that participated in the Student Design Charette, continuing their engagement throughout the evening.

Community members outside of IIDA were invited to attend the event celebration, allowing us to further advocate for the profession.

Free hotel stays were offered for two students from each Campus Center to make attending the Student Design Charette and Design awards more accessible.
We had more attendees than we originally budgeted for. Our expanded income allowed for an open bar!

**FINANCIAL SUMMARY**

**PROFIT**
- $42,250
- $20,000

**INCOME**
- $103,000
- $57,200

**EXPENSES**
- $62,000
- $37,250

**INCOME BREAKDOWN**

- **$16,675**
  - **TICKET SALES**
    - 3X OUR BUDGET

- **$21,500**
  - **BENEFACCTOR ALLOCATIONS**
    - ON BUDGET

- **$27,800**
  - **EVENT SPONSORSHIP**
    - 2X OUR BUDGET

- **$28,775**
  - **AWARDS SUBMISSIONS**
    - 3X OUR BUDGET

**START OF ADVOCACY FUND**

Due to the success of the Ohio Kentucky Design Awards and the Chapter’s overall year, we were able to invest $50,000 into a savings account for advocacy efforts with the goal of pursuing Interior Design legislation in the state of Ohio in the near future.
## POST EVENT & MEASURABLE OUTCOMES

**Goal: Track correlation between Thrive Leadership Round Table participants and participating firms**

32 firms who attended Thrive submitted projects

**Goal: Press release campaign to share winning work**

Social campaign to highlight work throughout the 2023 calendar year

**Goal: Event attendees from each City Center**

44% of attendees traveled in from outside of Columbus City Center, representing all City Centers

**Goal: Submissions from each City Center & Member Category**

122 Professional Projects Submitted
- 38 from Columbus
- 18 from Cincinnati Dayton
- 46 from Cleveland Akron
- 34 from Columbus
- 21 from Louisville Lexington
- 3 from Toledo
- 11 Creative Installation Projects
- 18 Student Projects
- 8 Member of the Year

**Goal: Fill benefactor allocation & sponsorship categories at 100%**

165% of sponsorship package filled
32 signature sponsorship slots available
53 total sponsors

**Goal: Invite guests outside of Design industry**

Formally invited 56 Ohio & Kentucky Senators, Representatives, AIA leaders, and local interior design college program directors &

---

Survey post event: 8.3 out of 10 rating

---

### 122

122 Professional Projects Submitted
- 38 from Columbus
- 18 from Cincinnati Dayton
- 46 from Cleveland Akron
- 34 from Columbus
- 21 from Louisville Lexington
- 3 from Toledo
- 11 Creative Installation Projects
- 18 Student Projects
- 8 Member of the Year

---

### 32

32 firms who attended Thrive submitted projects

---

### 165%

165% of sponsorship package filled
32 signature sponsorship slots available
53 total sponsors

---

### 56

Formally invited 56 Ohio & Kentucky Senators, Representatives, AIA leaders, and local interior design college program directors &