



Definitions, Rules, & Grading Criteria – MVC Choice Awards

Base Housing Companies

- “Base Housing Companies” are defined as companies governed by the Military Housing Privatization Initiative (MHPI), commonly known as Public Private Venture (PPV) housing, and also known as privatized military housing. These companies are contracted by the Department of Defense to manage, construct, renovate, and maintain the day-to-day services for military family housing on DoD installations. Some of these companies include, but are not limited to Hunt Military Communities, Balfour Beatty Communities, Lincoln Military Housing, Corvias, WinnResidential Military Housing Services, and Michaels Military Housing.
- In addition to award recognition for the overall top three Base Housing Companies based on total votes/grades for the “Overall Assessment,” Base Housing Companies are also eligible for separate award recognition if they place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:
 - By Military Installation
 - By Neighborhood
 - Staff Quality
 - Unit Quality
 - Common Areas & Amenities

Moving Companies

- “Moving Companies” are defined as national, regional, or local moving companies providing full service, partial service, or rental equipment and supplies.
- In addition to award recognition for the overall top three Moving Companies based on total votes/grades for the “Overall Assessment,” Moving Companies are also eligible for separate award recognition if they place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:
 - Customer Service
 - Claims Process
 - Minimal Loss or Damage
 - Packing Quality
 - Timeliness & Promptness

Hotel Chains

- “Hotel Chains” are defined as companies operating hotel locations nationwide or in multi-state regions under a singular and distinctive brand name. For instance, while “Hampton Inn” is owned by the Hilton company, “Hilton” will not receive votes/grades for hotels bearing the “Hampton Inn” name. The “Hampton Inn” name will stand on its own for voting/grading purposes and “Hilton” may only receive votes/grades for those hotels operating under the “Hilton” name.
- In addition to award recognition for the overall top three Hotel Chains based on total votes/grades for the “Overall Assessment,” Hotel Chains are also eligible for separate award recognition if they

place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:

- Customer service
- Quality & Cleanliness
- Price
- Family friendly
- Pet friendly
- Military & Veteran discounts

Places to Live

- “Places to Live” are defined as populated areas within the United States, such as a city or town, identified by legally-recognized geographic boundaries, and not including Department of Defense/military installations.
- Voters must select from a finite list of “Places to Live,” which are pre-populated into the voting database and made available through the voting platform at www.mvcchoiceawards.com.
- This is the only award category that does not allow voters to make nominations beyond the existing list in the voting database.
- In addition to award recognition for the overall top three Places to Live based on total votes/grades for the “Overall Assessment,” Places to Live are also eligible for separate award recognition if they place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:
 - Job Market
 - Military & Veteran Friendly
 - Cost of Living
 - Crime & Safety
 - Things to Do
 - Family Medical Care
 - VA Medical Services

Veteran/Military Spouse Owned Businesses

- “Businesses” are defined as legally formed business entities with a certificate of filing/formation or similar document recorded with the Secretary of State in any of the 50 United States and the District of Columbia.
- “Veteran Owned Businesses” are defined as having one or more veterans (in combination) with at least 1/4 ownership of the business and total combined ownership by veterans exceeding total combined ownership of any military spouses.
- “Veteran” is defined as any currently or former serving member of the five main branches of service (Air Force, Army, Coast Guard, Marines, or Navy), including the Guard and Reserve.
- “Military Spouse (MilSpouse) Owned Business” are defined as having one or more military spouses (in combination) with at least 1/4 ownership of the business entity and total combined ownership by military spouses exceeding total combined ownership of any veterans.
- “Military Spouse (MilSpouse)” is defined as the spouse of any currently or former serving member of the five main branches of service (Air Force, Army, Coast Guard, Marines, or Navy), including the Guard and Reserve.

- A business is ineligible to receive an award for the then current award season if any individual equity owner received wages or a salary from a hosting partner or sponsor of the MVC Choice Awards within the preceding 12 calendar months, as of the final day of voting.
- In addition to award recognition for the overall top three Veteran and top three MilSpouse Owned Businesses based on total votes/grades for the “Overall Assessment,” Veteran and MilSpouse Owned Businesses are also eligible for separate award recognition if they place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:
 - Quality of product or service
 - Customer Service
 - Mission & Vision
 - Community Impact
 - Branding & Marketing

Social Media Influencers

- “Social Media Influencers” are defined as any legally formed or unofficial organization or individual person who is 18 years or older by the time the voting season ends, and who inform or entertain the military/veteran community through one or more social media channels.
- Any individual person who received wages or a salary from a hosting partner or sponsor of the MVC Choice Awards within the preceding 12 calendar months, as of the final day of voting, is ineligible to receive an award in this category for the then current award season.
- In addition to award recognition for the overall top three Social Media Influencers based on total votes/grades for the “Overall Assessment,” Social Media Influencers are also eligible for separate award recognition if they place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:
 - Entertainment Value
 - Informative Value
 - Community Impact

Non-Profit Organizations

- “Non-Profit Organizations” are defined as legally registered non-profit organizations with an IRS Form 990 on file and made publicly available for the preceding calendar/tax year, and with one or more of the following terms describing the organization’s mission in Part I Section 1 and/or Part III, Section 1:
 - Military
 - Veteran
 - Military member
 - Service member
 - Military Spouse
 - Military Family
 - Any term or acronym referencing/representative of any of the five U.S. branches of service: Air Force, Army, Coast Guard, Marines, or Navy
- Non-Profit Organizations are split into three categories based on total revenue for the preceding calendar year (as reported on IRS Form 990, Section 12) to promote fair competition among organizations of similar size, and broken down as follows:

- “Small” Designation = \$0 to \$49,999
- “Medium” Designation = \$50,000 to \$249,999
- “Large” Designation = \$250,000 and above
- In addition to award recognition for the overall top three Non-Profit Organizations (Small, Medium, and Large) based on total votes/grades for the “Overall Assessment,” Non-Profit Organizations (Small, Medium, and Large) are also eligible for separate award recognition if they place in the top three based on total votes/grades for one or more of the following individual voting/grading criteria:
 - Mission & Vision
 - Services offered
 - Community Impact
 - Transparency
 - Financial responsibility

Other

Any questions, clarifications, or disputes shall be resolved by a majority vote of the Hosting Partners.