2015 Governor's Tourism Awards Submission Rules

Each organization/community may only submit a total of three nominations per year; therefore, entities/organizations/groups are encouraged to coordinate submissions. The primary entity should submit the project listing for all partners involved. All materials must be submitted in full by the deadline; projects cannot be entered more than once unless an entity is specifically asked to resubmit.

Submission Requirements: (incomplete submissions will not be judged)

- Nomination Form (attached).
- Nomination Questionnaire (attached). Answers to the questions **may not exceed two pages per project nominated**. (Both pages may use front and back of paper.)
- Supplemental materials such as brochures, newspaper articles, photos or samples. Supplemental materials are submitted in addition to the Nomination Form and Questionnaire. Please enclose **one (1)** copy of all materials. Materials will not be returned unless otherwise requested.
- A minimum of three (3) photos of the event, item, promotional activity or person nominated, or screen shots of a website to be used at the Governor's Conference Tourism Awards celebration.
- Testimonial from organization/community members about how this project promoted tourism. 100 words or less.

Submission guidelines:

- All nominations must include **one (1)** copy of nomination form and nomination questionnaire. **One (1)** copy of all supplemental materials should be submitted *when possible*.
- Nominations may be submitted on CD or Flash Drive.
- Electronic files may be submitted as PDF, JPG or Microsoft Word files only.
- More than one nomination from an organization or community may be submitted. However, one project may not be submitted to multiple categories. If more than one nomination is submitted, all may be submitted on one CD, Flash Drive or in one package.
- A nomination checklist is provided (attached) to ensure that your nomination is complete.

A judging panel will select the winner, who will be announced at the Governor's Tourism Awards Gala on June 23. If you have any questions regarding the format in which nominations should be submitted, please contact Kiva Couchon at 602-364-3724 or via email at kcouchon@tourism.az.gov.

General Evaluation Criteria

The nominations submitted will be evaluated based on any or all of the following factors:

- Exceptional efforts (above and beyond normal day-to-day responsibilities)
- Innovation
- Uniqueness
- Effective use of resources
- Measurable results based on stated objectives (results should be stated in measurable terms, i.e., percentage increase over previous year, actual numbers achieved versus projections stated in objectives)
- Contribution to the tourism industry of Arizona

Judging Panel

The Judging Panel includes persons from the tourism industry and Arizona Office of Tourism staff. Judges will be selected based on personal expertise and awareness of tourism industry issues and challenges.

Deadline for Nominations – 5:00 p.m. on Friday, May 1.

Send submissions to: Governor's Tourism Awards
ATTENTION: Kiva Couchon
Arizona Office of Tourism
1110 W. Washington St. #155
Phoenix, AZ 85007
Via email to kcouchon@tourism.az.gov

2015 Nomination Form, Questionnaire and Submission Checklist

One (1) copy of this nomination form must be included for each entry submitted

Award Category: (check one)

Best Practices
____ Cooperative Marketing
____ Innovative Promotions
____ Arizona Preservation
____ Green Tourism

Special Events:
____ Rural (population less than 75,000)
____ Urban (population greater than 75,000)

Outstanding Members of the Tourism Industry
____ Spirit of Service
    ____ Individual
    ____ Group
____ Tourism Champion of the Year
____ Tourism Hall of Fame

Person/Program Nominated:
_____

Community/Organization_____

Address:_____

City, State, Zip:_____

Telephone:_____

Nomination Prepared by:_____

Community/Organization:_____

Address:_____

City, State, Zip:_____

Telephone:_____ Fax:_____

Email:_____ Website:_____

2015 Nomination Form, Questionnaire and Submission Checklist

Best Practices Questionnaire:

1. Describe the project purpose (strategy, audience, budget). If applicable, include use of technology or partnerships:

2. What is the objective of the project?

3. How was the success measured (media coverage, attendance, numbers)? What were the results?

4. How did this project enhance Arizona's tourism industry?

5. What sets this project apart? Why is it worthy of the Governor's Tourism Award? Please include any additional information that you would like to be considered.

6. Testimonials of how this project brought an increase in tourism activity to the community.

Outstanding Members of the Tourism Industry Questionnaire:

1. Please describe the background of the individual or organization (personal and professional):

2. Describe any activities during the past year in the tourism industry that qualify this person or organization for this award: **(Hall of Fame nominations may skip to number 3.)**

3. Please list any measurable results:

4. Why is this person or organization unique? What sets them apart?

5. How did this person or organization enhance the tourism industry in Arizona? Please include any additional information that you would like to be considered.

6. **For Hall of Fame nominations** – How has this person demonstrated a commitment to the industry over time?

Please limit your responses to the above questions to <u>no more than two typed pages.</u> Please supply any supplemental information to support your nomination.

2015 Nomination Form, Questionnaire and Submission Checklist

_____ One (1) copy of the 2015 Nomination Form

_____ One (1) copy of the Nomination Questionnaire

_____ One (1) copy of any supplemental information, not to exceed two pages

_____ Any supplemental materials such as brochures, newspaper articles, photos or samples

_____ Photos of the event, promotion or person nominated, or screen shots of a website for use at the Governor's Tourism Awards ceremony.

_____ Testimonials from organizations/ community members about nominated project

_____ Electronic files as PDF or Microsoft Word files only

_____ Separate 2015 Nomination Form, Nomination Questionnaire and supplemental information for each category in which a project is entered