

## 2014 Iowa Tourism Awards Guidelines

The Iowa Tourism Office and Travel Federation of Iowa are proud to host the annual Iowa Tourism Awards, honoring Iowa's most outstanding attractions, events, communities, organizations and individuals. These awards represent the highest honor given for tourism in Iowa. The award recipients have positively contributed to the experience of our visitors and the quality of life of our residents.

### Nomination Guidelines and Requirements

- Nomination forms may be accessed at [www.traveliowa.com/conference](http://www.traveliowa.com/conference)
- Nominations received in an incorrect category may be moved to a more appropriate category.
- All nominations must be submitted online.
- The entry period is Tuesday, July 1 through 4 p.m. on Friday, August 29.
- Incomplete submissions will not be judged.
- Self-nominations are accepted.
- Note: If you and the person/organization nominated for an award are registered to attend the Iowa Tourism Conference, you will not be notified if your nominee is selected to receive an award. If you and/or your nominee are not registered to attend the conference, we will contact you and arrange for your (and their) attendance.

### Outstanding Promotional Material Category Note:

Nominees in the Outstanding Promotional Material category have the option of providing actual copies of the promotional material being considered. Five copies of the material being considered should be sent to the Iowa Tourism Office at 200 E Grand Ave., Des Moines, IA 50309. These copies will not be returned.

Nominees in this category can also provide a link, photos or PDF attachments of the material being considered in lieu of mailed copies.

### Eligibility

The Iowa Tourism Awards are open to all individuals, private businesses, for-profits and non-profit organizations offering a tourism product or service in Iowa. All entries must promote tourism to or within Iowa. Events or initiatives nominated for consideration need to have occurred between July 1, 2013 and June 30, 2014. Please note: Last year's winners are not eligible to enter in the same or similar category in 2014. The Hall of Fame awards are a one-time honor.

### Winner's Recognition and Benefits

- Award winners will be announced in a special awards ceremony on Thursday, October 23, during the 2014 Iowa Tourism Conference.
- The winner of the People's Choice Award will receive a traveling trophy with their organization name engraved. They will keep the award for one year and return the award for presentation to the next year's People's Choice Award recipient. Each People's Choice Award recipient will also receive a certificate to keep.
- Winners will receive an official logo stating "Winner of 2014 State Tourism Award" for use on advertising collateral, brochures and websites.
- Winning entries will be recognized in the Iowa Tourism Office's e-newsletter, on [traveliowa.com](http://traveliowa.com) and in a statewide press release.

## 2014 Iowa Tourism Award Categories

### **Main Awards**

Two of each of the following awards will be awarded (with the exception of the People's Choice Award), one to a rural winner (city with a population of 10,000 or less or a county that is among the 33 least populated in Iowa based on the latest data from the U.S. Census Bureau) and one to a metro winner (city with a population of 10,000 or more or a county that is among the 66 most populated in Iowa based on the latest data from the U.S. Census Bureau).

### **Outstanding Tourism Community**

This award honors a community that has demonstrated excellence in supporting and growing tourism in Iowa over the last year.

*2013 Winners:* No comparable category in 2013

### **Outstanding Tourism Attraction**

This award honors an attraction that has demonstrated excellence in supporting and growing tourism in Iowa over the last year.

*2013 Winners:* Reiman Gardens in Ames and American Gothic House in Eldon

### **Outstanding Event** (held more than three consecutive years)

This award honors an event/festival that has been held for more than three years (first held before July 1, 2011) and has demonstrated excellence in supporting tourism in Iowa.

*2013 Winners:* No comparable category in 2013

### **Outstanding New Event** (held less than three consecutive years)

This award honors an event/festival that was first held within the last three years (after July 1, 2011) and has demonstrated excellence in supporting tourism in Iowa.

*2013 Winners:* D1 National Wrestling Championships in Des Moines and Smoke on the Water BBQ Competition in Okoboji

### **Outstanding Lodging Property**

This award honors a for-profit lodging property that has demonstrated excellence in supporting tourism in Iowa.

*2013 Winners:* No comparable category in 2013

### **Outstanding Dining Business**

This award honors a for-profit dining business that has demonstrated excellence in supporting tourism in Iowa.

*2013 Winners:* No comparable category in 2013

### **Outstanding Retail Experience**

This award honors a for-profit retail business or retail district that has demonstrated excellence in supporting tourism in Iowa.

*2013 Winners:* No comparable category in 2013

### **Outstanding Collaboration**

This award honors a collaborative partnership that has demonstrated excellence in supporting Iowa tourism.

*2013 Winners:* Des Moines CVB, Iowa Events Center, ISU and Polk County for the D1 National Wrestling Championships and the Mississippi River Power 100 Committee in Keokuk

### **Outstanding Niche Market Initiative**

This award honors excellence in a tourism initiative targeted to any niche audience such as green/sustainable efforts, natural resources, sporting events, the arts, etc.

*2013 Winners:* Summer of the Arts in Iowa City and Grinnell Games in Grinnell

### **Outstanding Social Media Execution**

This award honors a tourism attraction or community for excellence in their social media strategy.

*2013 Winners:* Blank Park Zoo in Des Moines and Fairfield Convention & Visitors Bureau

### **Outstanding Promotional Material**

This award honors a tourism attraction or community for excellence in their promotional materials (print, TV, radio, outdoor, etc.). Any tourism-related promotional material is an eligible entry, including general or niche consumer publications, annual reports, etc. NOTE: Five copies of the promotional material being nominated may be submitted by mail to the Iowa Tourism Office. In addition, a PDF copy or excerpt of the material may be submitted with the nomination form.

*2013 Winners:* Dubuque CVB and the Villages of Van Buren

### **Outstanding Website**

This award honors a tourism attraction or community for excellence in website and digital promotions.

*2013 Winners:* Des Moines CVB and Charles City Whitewater

### **People's Choice Award**

This award category will be voted on at the Iowa Tourism Conference. Second place winners from the above categories are eligible to win. Attendees will have the opportunity to read the award nominations that received the second highest points in each category and vote. Scoring criteria is eliminated and winner will be chosen by highest number of votes. The winner of the People's Choice Award will receive a traveling trophy that they will keep for one year and return for presentation to next year's People's Choice Award recipient. There will not be a population distinction in this category – all second place nominees in both population categories will compete against each other.

*2013 Winner:* What Women Want, Dubuque

### **Tourism Leadership Hall of Fame Awards**

These awards will honor communities, attractions and individuals for their **long-term excellence** in tourism industry initiatives and leadership. Nominees can win these awards only one time.

#### **Community Tourism Leadership Award**

This award honors a community showing overall excellence in leading tourism initiatives.

*Past Winners:* Pella (2013)

#### **Attraction Tourism Leadership Award**

This award honors an attraction showing overall excellence in tourism hospitality and leadership.

*Past Winners:* Grout Museum District (2013)

#### **Individual Tourism Leadership Award**

This award honors an industry professional, volunteer, politician, partner or media providing leadership and support for the tourism industry.

*Past Winners:* Kelly Hayworth (2013)

## Scoring

### Main Awards

Each of the Main Awards (exception: People's Choice) will be scored numerically on the following statements (1 being poor, 10 being outstanding) for a top score of 50. Each nomination will be scored by 3 different judges and scores will be combined. Winners will have the highest score out of a total of 150 points possible.

1. Objectives of the project are clearly stated and results were achieved in terms of stated objectives.  
*Outline the purpose and goals of the project and describe how goals were met.*
2. Project design, development and implementation showed originality and creativity.  
*Explain the challenges you were presented and how you overcame them using creativity.*
3. Project showed innovation in developing new tourism markets, unconventional approaches to old markets, or new technology uses.  
*Provide details on why and how the new markets, approaches and/or technology were used.*
4. Project showed growth over previous projects or new project resulted in measurable growth of community's tourism industry with a positive impact on the community and state.  
*Include measurable numbers of return on investment, visitor numbers, revenue, etc. and how it supports the Iowa tourism industry as a whole.*
5. Overall quality of submission and any supporting electronic or written material.  
*You may submit links, PDFs and/or photos to support your nomination.*

### Hall of Fame Awards

Each of the Hall of Fame awards will be scored numerically on the following statements (1 being poor, 10 being outstanding) for a top score of 50. Each nomination will be scored by 3 different judges and scores will be combined. Winners will have the highest score out of a total of 150 points possible.

1. The community/attraction/individual **supports tourism growth** in their community and/or Iowa. Provide one or more specific examples from the past five years.
2. The community/attraction/individual **works in partnership with local and/or regional tourism entities**. Provide one or more specific examples from the past five years.
3. The community/attraction/individual **acts as an advocate** for the Iowa tourism industry. Provide one or more specific examples from the past five years.
4. The community/attraction/individual's support of tourism **positively impacts Iowa's quality of life**. Provide one or more specific examples from the past five years.
5. The community/attraction/individual **displays overall excellence**.