

# 2011 Iowa Tourism Awards Guidelines and Nomination Form

## Overview

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.

Self-nominations are accepted! Don't miss the opportunity to share your success and earn recognition for your exceptional work.

## 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, 2010, and June 30, 2011. Please note: Last year's winners are not eligible to enter in the same category in 2011.

## Judging

A panel of judges representing Iowa's tourism industry will review each nomination. The judges will consider the criteria listed in the category description when making their selection. Each criterion will be considered on a point scale as indicated (100 points possible). The nomination that receives the most cumulative points will be deemed the winner. In the event of a tie, all winners with equal scores will receive an award. All decisions are final. **Entries will be judged individually against the criteria listed on page 2, not against other entries in the competition. Therefore, no matter the size of your budget or the size of your community, each entry will be judged in a fair and balanced process. All entries will have an equal opportunity to win based on the merits of the entry. There are no population categories.**

## Submission Guidelines and Requirements

- The award nomination form may be accessed at <http://www.surveymonkey.com/s/2011IATourism>
- Nominations received in an incorrect category may be moved to a more appropriate category.
- The deadline for entries is 4:00 p.m. Friday, September 2.
- You may provide up to a 500 word narrative addressing the appropriate award category criteria.
- Incomplete submissions will not be judged.
- Please 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.

## **Award Categories - Individuals**

1. Corporate Friend of Tourism
2. Individual Friend of Tourism
3. Outstanding Elected Official
4. Media Friend of Tourism

### **Criterion for the above four award categories**

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|--|-----------|
| A. <u>Support</u> – How the nominee supports tourism growth in Iowa  | 25 points |
| B. <u>Partnership</u> – How does the nominee work in partnership with local and/or regional tourism entities | 25 points |
| C. <u>Leadership</u> – How does the nominee act as an advocate for the tourism industry in Iowa              | 25 points |
| D. <u>Results</u> – How does the nominee’s support of tourism positively impact Iowa’s quality of life       | 25 points |

## **Award Categories – Efforts, Areas or Events**

5. Outstanding Niche Marketing Campaign
6. Outstanding Cooperative Partnership
7. Outstanding Interactive Marketing Initiative
8. Outstanding Tourism Attraction
9. Outstanding Tourism Community
10. Outstanding Tourism Publication
11. Outstanding Tourism Event/Festival

### **Criterion for the above seven award categories**

- |  |           |
|--|-----------|
| A. <u>Effectiveness</u> – Are the objectives clearly stated  | 25 points |
| B. <u>Creativity</u> – In project design, development, implementation, message delivery and originality, selection of media or promotional vehicle, and use of visual or written material, etc   | 25 points |
| C. <u>Innovation</u> – In approach, developing new markets, unconventional approaches to old markets, or pioneering use of technology, etc   | 25 points |
| D. <u>Results</u> – Achieved in relation to the stated objectives. i.e. What was the return on investment? (Results should be stated in measurable terms, percentage of increase over previous year, actual numbers achieved versus projections stated in objectives, etc.,) | 25 points |

## **Description of all award categories**

### **Corporate Friend of Tourism**

This award honors a corporation that has supported tourism growth in Iowa.

### **Individual Friend of Tourism**

This award honors an individual that has supported tourism growth in Iowa.

*(This award includes the Leadership Award that was previously presented separately.)*

### **Outstanding Elected Official**

This award may honor a state or local elected official who has supported tourism growth in Iowa. Eligible recipients include city council members, county board of supervisors members, state legislators, etc.

*(This award was previously the Legislative Friend of Tourism Award.)*

### **Media Friend of Tourism**

This award honors a member of the media or a media organization that has supported tourism growth in Iowa.

### **Outstanding Niche Marketing Campaign**

This award honors a tourism marketing campaign targeted to any niche audience.

*(This is a new award category that includes the Green/Sustainable Tourism Award, Natural Resources Award, Sporting Event Award, and Tourism and the Arts Award, which were previously awarded separately).*

### **Outstanding Cooperative Partnership**

This award honors a cooperative partnership that has generated tourism growth in Iowa.

*(This is a new award category.)*

### **Outstanding Interactive Marketing Initiative**

This award honors an interactive marketing initiative that generated tourism growth in Iowa. Eligible entries include web sites, mobile applications, text messaging efforts, social media efforts, etc.

*(This a new award that includes the Technical Marketing Award and the Tourism Website Award that were previously awarded separately.)*

### **Outstanding Tourism Attraction**

This award honors a tourism attraction that has generated tourism growth in Iowa.

*(This award category no longer includes categories based on population.)*

### **Outstanding Tourism Community**

This award honors a community that has generated tourism growth in Iowa.

*(This award category no longer includes categories based on population.)*

### **Outstanding Tourism Publication**

This award honors a publication that has generated tourism growth in Iowa. Any tourism-related publication is an eligible entry, including general or niche consumer publications, annual reports, etc.

*(This award category no longer includes categories based on population.)*

*NOTE: The tourism publication must be provided as a web link with access to online viewing of the publication being submitted for nomination.*

### **Outstanding Tourism Event/Festival**

This award honors an event/festival that has generated tourism growth in Iowa.

*(This award category no longer includes categories based on population.)*

## **People's Choice Award**

The second place winners in most categories\* are eligible to win the People's Choice Award. Attendees at the 2011 Iowa Tourism Conference will have the opportunity to read the award nominations that received the second highest points in each category and vote for the one that they think is worthy of the People's Choice Award. There are no scoring criteria for this award; conference attendees will simply vote for the award nomination they think is most worthy of recognition. The People's Choice Award will be announced at the awards ceremony on October 20. 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. NOTE: *The second place winners in the Individual Friend, Corporate Friend, Outstanding Elected Official and Media Friend categories are not included the People's Choice Award competition.*

*(This is a new award category to be voted on at the Iowa Tourism Conference.)*

## **Winners' Recognition and Benefits**

- Award Winners will be announced in a special awards ceremony on Thursday, October 20, during the 2011 Iowa Tourism Conference in Okoboji.
- The winner of the People's Choice Award will receive a traveling trophy with their organization name engraved on it. 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 they may keep.
- Winners will receive an official logo stating "Winner of 2011 State Tourism Award" for use on advertising collateral, brochures and websites.
- Winning entries will be recognized in the Iowa Tourism Office's weekly e-newsletter, on [www.traveliowa.com](http://www.traveliowa.com) and in a statewide press release from the Iowa Tourism Office.

## **Recipients of last year's Iowa Tourism Awards**

Corporate Friend of Tourism  
(2010 corporate winner: Iowa Gaming Association)

Individual Friend of Tourism  
(2010 individual winner: LeRoy Dammann)  
(2010 Tourism Leadership winner: Lonnie Elmore, Waterloo Convention and Visitors Bureau)

Outstanding Elected Official  
(new broader category)

Media Friend of Tourism  
(2010 media winner: Tim Seymour, KGAN TV, Cedar Rapids)

Outstanding Niche Marketing Campaign  
(new category)  
(2010 Green/Sustainable Tourism winner: National Mississippi River Museum and Aquarium - Dubuque)  
(2010 Natural Resources winner: Jefferson County Conservation Board)  
(2010 Sporting events winner: Grinnell Games, Grinnell and AAU Junior Olympics, Des Moines)  
(2010 Arts winner: Old City Hall Arts Gallery, Maquoketa)

Outstanding Cooperative Partnership  
(new category)

Outstanding Interactive Marketing Initiative  
(2010 Technical Marketing winner: Blank Park Zoo, Des Moines)  
(2010 Tourism Website winner: Dubuque Area Convention and Visitors Bureau)

Outstanding Tourism Attraction  
(2010 winners: Heartland Acres Agribition Center, Independence and Iowa Speedway, Newton)

Tourism Community  
(2010 winners: Dyersville and Dubuque)

Tourism Publication  
(2010 winners: Pella Tulip Time brochure and Dubuque Area Visitors Guide:)

Tourism Event/Festival  
(2010 winners: Pella Tulip Time Festival and Iowa State Fair)