



CENTRAL  MANITOBA
TOURISM

NOMINATE YOUR COMMUNITY'S TOURISM CHAMPIONS!

September 23rd, 2021

Nominations are open for the 2021 Central Manitoba Tourism awards which will be awarded on September 23rd during an online event. These awards recognize the passion, innovation and contribution of individuals and organizations in creating iconic visitor experiences in our region.

We invite you to take a look at your community's tourism leaders over the past year and submit a nomination for those community champions whose contribution to the local tourism sector have been remarkable.

This year, Central Manitoba Tourism will be honoring achievement in the following award categories:

Tourism Volunteer of the Year

Innovation Award

Partnership Award

Marketing Excellence Award

Event of the Year (Budget Under \$5,000)

Event of the Year (Budget Over \$5,000)

Award of Distinction (Individual)

Award of Distinction (Org/Business)

Aspiring Youth Award

Please review the award criteria for each of these categories on the following pages and submit your **nominations by June 4th, 2021** for consideration.

- The nominee must reside/perform their tourism activity within the Central Manitoba region
- Only one nomination per individual or organization will be considered across all categories so ensure to select the best category for your nominee
- Non-profit organizations and volunteers are eligible for consideration in all categories

Details on the awards gala will be circulated in the coming weeks. Thank you for helping us to celebrate community tourism champions and we hope to "see" you at the awards gala this fall.

New for 2021: Judging criteria included below to ensure that your nominations are strong contenders for the categories you are selecting. As our Awards Gala will be online this year, we will be asking nominations to submit video to the committee for the online presentation. Lastly, each winner will be awarded \$20 in advertising on our Facebook page to promote their organization.



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TOURISM VOLUNTEER OF THE YEAR

Recognizes the contribution that volunteers make as a Board member, an event volunteer, and/or as an active proponent for tourism in the community. The recipient will have devoted a significant amount of time to the tourism industry and will have had a lasting impact on the tourism activity(s) on which the nomination is based.

INNOVATION AWARD

Recognizes a business or organization that has shown progress through innovative projects, marketing, increased visitation and/or expansion. The recipient will have demonstrated initiative and creativity in developing tourism products/programs along with addressing a need/void for identifiable tourism markets.

PARTNERSHIP AWARD

Recognizes the efforts by two or more organizations, attractions, or events to combine their resources in a creative, cost-effective way to create new visitor experiences. The partnership will have demonstrated the power of partnership, contributed to the growth of the tourism industry and demonstrated a successful collaboration.

ASPIRING YOUTH AWARD

Recognizes an individual 29 years old or younger in the tourism industry who demonstrates a passion for tourism, participates in the tourism sector in a variety of activities, shows initiative in the promotion of tourism in our region and serves as an example of what the future of the tourism industry could become.

MARKETING EXCELLENCE AWARD

Recognizes an exceptional marketing campaign through traditional, online and/or social media that converts campaign expenditures into interest in Manitoba's tourism products and visitation and attracts a significant amount of public/media awareness of Manitoba.

EVENT OF THE YEAR (*Budget Under \$5,000*) OR (*Budget Over \$5,000*)

Recognizes an event that attracted visitors to the region to attend and participate in the event. The recipient will have increased visitation to the region, demonstrated the ability to successfully satisfy visitor expectations and generated/stimulated tourism and economic development activity in the region.

AWARD OF DISTINCTION (Individual)

Recognizes an outstanding individual, who demonstrates exceptional leadership in the tourism industry through successfully satisfying visitor expectations, contributing to the professional image of Manitoba's tourism industry and setting an example that others can aspire to.

AWARD OF DISTINCTION (Organization/Business)

Recognizes an outstanding business or organization representing achievement, leadership and a stellar reputation in the tourism industry that is committed to excellence and has been in the industry for a minimum of 10 years.



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2021 NOMINATION FORM

NOMINEE: (Please print clearly)

Name: _____

Attraction/ Event: _____

Address: _____

Telephone: _____ Email: _____

NOMINATION FOR (Check one Category)

Volunteer of the Year

Aspiring Youth

Marketing Excellence

Innovation Award

Event (Under \$5,000)

Award of Distinction (Individual)

Partnership Award

Event (Over \$5,000)

Award of Distinction (Organization)

NOMINATED BY: (fill out if not the same as above)

Name: _____

Relationship to The Nominee: _____

Address: _____

Telephone: _____ Email: _____

Nominator's Signature: _____ Date: _____

Submitting Your Nomination:

Submit this form and supporting documents/materials to Central Manitoba Tourism
185 Main St.; Winkler, Manitoba; R6W 1B4 or by e-mail to gm@centralmbtourism.ca

Nomination Deadline: June 4, 2021 at 5:00 pm



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Supporting Documents/Materials:

(If you need more space, please include other documents with your nomination submission)

Attach Images:



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2021 Judging Criteria

The nomination committee will meet in June to discuss nominees and how they fit into the judging criteria. Judging nominees will be done in two stages.

The initial judgement will be based solely on how well the nominee fits in the category (award criteria). If all members agree that a nominee is better suited for a different category, then it will be moved in the more appropriate location and judged accordingly. Committee members will judge each nomination individually, and the average score will determine the nomination ranking. **Only nominations with an average rating of 6 or above will move on to the Level 2 judgement process.**

EXAMPLES:

- 1 = Does not fit within the parameters of this category
- 5 = Fits within the category, but is not a strong nomination
- 10 = Is an ideal nomination for this category

Committee members will then score the Level 2 nominations in each category. External research may be conducted at this point to include as much information about the nominees as possible. Scoring will be determined on a 1-10 scale for each scoring category - these may or may not be applicable depending on the particular category.

1. Community Involvement & Benefit
2. Regional Tourism Impact
3. Innovative Concept
4. Inspiration to Others

Including information with your nomination package on how your nominee fits into these categories will help the committee when conducting their external research to ensure that information that may help with scoring will not be missed.

EXAMPLE

“Julia’s Lemonade Stand Fundraiser”

Category: Aspiring Youth

Julia collected donations of lemons from her local grocery store, and set up a lemonade stand at the local festival to raise money for the Food Bank. She raised over \$2000, which is estimated to help feed over 500 people in her community. Her fundraiser gained a tremendous amount of social media exposure, and it has become an annual fundraiser.

1. Community Involvement and Benefit 10/10
 2. Regional Tourism Impact 5/10
 3. Innovative Concept 8/10
 4. Inspiration to Others 9/10
- TOTAL: 32/40