MARYLAND OFFICE OF TOURISM DEVELOPMENT AND MARYLAND TOURISM DEVELOPMENT BOARD

2016 TOURISM AWARDS

CALL FOR NOMINATIONS

INTRODUCTION

The Maryland Office of Tourism Development (OTD) and the Maryland Tourism Development Board (MTDB) are proud to present the 2016 Maryland Tourism Awards recognizing excellence and major contributions in economic impact, cultural heritage tourism, tourism partnerships and elevating Maryland's image as a tourism destination. These awards recognize the outstanding achievements of individuals, businesses, organizations and governmental agencies that have major impacts regionally or statewide.

The recipients of these awards assist OTD and MTDB in fulfilling their mission of increasing visitor expenditures to the state by:

- Promoting Maryland's attractions, accommodations and visitor services;
- Providing resident and out-of-state visitors with information and services to ensure a positive trip experience; and
- Positioning Maryland as a competitive destination worldwide.

Don't miss the opportunity to nominate yourself or others and earn recognition for exceptional work.

ELIGIBILITY

The 2016 Maryland Tourism Awards are open to all Destination Marketing Organizations, individuals, businesses organizations and governmental agencies offering a tourism product or service in Maryland. All entries must promote or support tourism to or within Maryland. Events nominated for consideration need to have occurred between July 1, 2015 and June 30, 2016. Self-nominations will be accepted.

ENTRY CATEGORIES

**Economic Engine Award - Tourism Partnership Award -
Cultural Heritage, Sports & Culinary Tourism Award - Visit Maryland Award**

AWARD DECISIONS

A panel of judges representing Maryland's tourism community 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).

SUBMISSION GUIDELINES

- In some categories, nominees have the option of including print or other support materials highlighting the nomination. Its inclusion, however, will not be considered in the point totals.
- Nominations will not be returned.

- Nominations received in one category may be moved by the judges to a more appropriate category.
- Nominees can only be awarded once every five years
- Past awardees are eligible for subsequent awards, if, during the award period:
  - Significant, new activities have been implemented , or
  - Significantly enhanced projects, opportunities or performance have been accomplished.
- Achievements or activities being entered must have been completed and fully implemented within the award period of July 1, 2015 through June 30, 2016.
- Entries must be received via email or U.S. Mail in the Maryland Office of Tourism Development by 5:00 p.m., Friday, September 2, 2016.   Nominations received after September 2, 2016 will not be judged.

SUBMISSION REQUIREMENTS

In addition to the completed nomination form, a one-page narrative specifically addressing the category's evaluation must be submitted. Please limit narrative to 350 words or less.

- Submit the one-page narrative on a separate page from the nomination form. Additionally, the evaluation criteria required for each category MUST be addressed in the narrative with criteria highlighted.

- Seven (7) copies of the narrative and brochure must be included as hard copy.

- Incomplete submissions will not be judged.

WINNERS' RECOGNITION

- Winners will be announced at an Awards Luncheon on Thursday, November 3, 2016 during the 2016 Maryland Tourism and Travel Summit being held at the Baltimore Marriott Inner Harbor at Camden Yards, Baltimore, MD.
- You will 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. It is expected that if a winner you will keep that information confidential.
- Winning entries will be recognized in the Maryland Office of Tourism's e-newsletter, on www.visitmaryland.com and in a statewide press release from the Maryland Office of Tourism Development.

ENTRIES SUBMITTED VIA EMAIL SHOULD BE SENT TO:

sandra.stilling@maryland.gov
Subject: **2016 Maryland Tourism Awards**

ENTRIES SUBMITTED VIA MAIL SHOULD BE SENT TO:
2016 Maryland Tourism Awards
C/O Ms. Sandy Stilling
Maryland Office of Tourism Development
401 E. Pratt Street, Suite 1400
Baltimore, Maryland   21202

2016 MARYLAND TOURISM AWARDS CATEGORIES
AND EVALUATION CRITERIA

Economic Engine

- Jobs creation – 40 points
- Positive economic impact to the region and state – 40 points
- Exemplary contributions to Maryland's tourism industry – 10 points
- Other unique qualities – 10 points

Tourism Partnership

- Describe why the partnership was created and its goals – 25 points
- Describe the key initiatives under this partnership as they relate to tourism and the respective roles of each of the partners. Initiatives include product development, marketing activities, programming or events – 25 points
- Describe the level of innovation and creative thinking associated with this initiative – 25 points
- Describe the results of this partnership and their significance to each of the partners as well as the community/region/area (e.g., quantified visitation increase, quantified revenue increase; increase in visitor satisfaction; impact on Maryland's tourism industry in terms of improved perception and product offering, etc.) – 25 points

Cultural Heritage, Sports and Culinary Tourism

- Outstanding investments and contributions in stewardship and/or development of Maryland's cultural heritage, sports or culinary tourism products - 70 points
- Describe the engagement in regional and statewide tourism initiatives focusing on the above with attention to objectives and goals achieved – 30 points

Visit Maryland

- Outstanding investment and performance in improving and promoting Maryland's image as a travel destination – 70 points
- Use of new and innovative interactive media – 20 points
- Other unique activities with measured proof of performance – 10 points

2016 MARYLAND TOURISM AWARDS NOMINATION FORM

Please check the appropriate category:

- ☐ Economic Engine Award
- ☐ Tourism Partnership Award
- ☐ Cultural Heritage, Sports and Culinary Tourism Award
- ☐ Visit Maryland Award

Nominee Information:

Name of individual/organization/Project being nominated:	
Contact Name:	
Mailing Address:	
City/State:	**Zip:**
Phone number: **E-mail:**	

Nominator Information:

Name of Nominator:

Organization Mailing Address:
City/State: **Zip:**
Phone number: **E-mail:**

If submitting nomination via email, provide one copy of each form or item as an <u>attachment</u> to the email.

If submitting nomination via mail, provide:

- ☐ Seven (7) copies of the nomination form
- ☐ Seven (7) copies of the one-page narrative
- ☐ Seven (7) copies of a brochure or other support material (optional)
- ☐ Separate nomination form and one-page narrative for each category in which nominating

SUBMISSION DEADLINE:
Entries must be received in the Maryland Tourism office by 5:00 p.m. Friday, September 2, 2016.