

DOWNEAST ACADIA REGIONAL TOURISM AWARDS 2017 Nomination Information

MARKETING & PROMOTION AWARD

This company/organization/person has produced a creative and successful marketing and promotion campaign that can include, but is not limited to the following:

- Advertising
- Online promotions
- Public/media relations
- Direct mail
- Social media

LEADERSHIP & GROWTH AWARD

This company/organization/person not only strives to grow its own business, but also works with others within the industry to grow tourism in Maine. This might be manifested as leadership roles in:

- Local, regional and statewide tourism initiatives
- Volunteer work with tourism related organizations
- Involvement with grassroots efforts
- Job creation
- Reinvests through upgrades and expansions
- Triple bottom line of economy, environment and community

INNOVATION & CREATIVITY

This company/organization/person differentiates itself through innovation. Innovation can be manifested in a number of different areas:

- Product development
- Use of new technology
- Adapting business practices based on travel and tourism trends
- Creation of innovative collaborations or partnerships

STUDENT AWARD

This award recognizes a tourism/recreation student (attending school in the DownEast Acadia region) for their passion, dedication, and potential to make great strides in the industry, whether as a supporting business or an industry leader.

DART/GOVERNOR'S AWARD FOR TOURISM EXCELLENCE

Tourism excellence is a combination of all that epitomizes a true hospitality leader – a business, organization or person with a steadfast commitment to employees, customers and community as well as to the tourism industry in Maine overall. Please provide as much detail as possible in each of those areas.

DOWNEAST ACADIA REGIONAL TOURISM AWARDS 2017 Nomination Information

NOMINATION INSTRUCTIONS & GUIDELINES

Checklist for each award nomination:

(Please be sure your nominations include each of the items on this checklist.)

- Nomination form (provided)
- A brief narrative (max 400 words) of the company/organization/individual, a description of the products and/or services provided and any other pertinent information that distinguishes the company/organization/individual such as awards, volunteerism, philanthropic work, etc.
- At least three (3) letters of support for all nominations. For standard awards, one letter must be from a municipal entity, and one from a local Representative at the State level. Student nominations must include at least one letter from a university faculty member, and one from a tourism business or organization familiar with that student or their topic of interest.

The following suggestions, none of which are mandatory, may help guide your narrative and nomination information:

- Prior awards and/or recognitions if any
- Any additional comments that you feel are important in considering this company/organization/person for this award.
- Companies may self-nominate but must notify their local Chamber of Commerce.
- Remember, in preparing your nomination, that the group reviewing the materials and selecting the recipient may not be familiar with the company/organization/person. Be sure that your nomination “tells the story” of the company/organization/person and select a category that best exemplifies the achievements of the company/organization/person.

DEADLINE FOR RECEIPT OF NOMINATIONS is **Monday, October 9, 2017.**

Materials must be received at DownEast Acadia Tourism by that date. Awards will be presented at the Awards Ceremony Luncheon on November 9, 2017. The winners will be notified in advance.

For additional forms and/or more information on the nomination process, contact Crystal Hitchings at 207-546-3600, email downeastacadia@hotmail.com or Alvion Kimball, 469-0077, ackimball1995@msn.com

Completed form, narratives, letters of support and any other accompanying materials may be emailed to Crystal Hitchings at the email address above or mailed to:

DownEast Acadia Regional Tourism
PO Box 235
Milbridge, ME 04658

Please note: State employees and/or agencies are not eligible for nomination of Governor's Award. DART Awards may be presented to local government agencies/employees.

**DOWNEAST ACADIA REGIONAL TOURISM AWARDS
2017 Nomination Information**

NOMINATION SUBMISSION FORM

Please select Award Category for consideration:

- Marketing & Promotion Award
- Leadership & Growth Award
- Innovation & Creativity Award
- DART/ Governor's Award for Tourism Excellence
- Student Award

NOMINEE INFORMATION

Name (business, organization or person)

(Please be accurate with name – this name will be used on award if chosen)

Contact:

Title:

Address:

City/State/Zip:

Telephone:

E-mail:

Person submitting nomination:

Title:

Business:

Address:

City/State/Zip:

Telephone:

Email:

Please provide a brief narrative (**max 400 words**) about the company/organization/individual, a description of the products and/or services provided, projects conducted, and any other pertinent information that distinguishes the company/organization/individual such as awards, volunteerism, philanthropic work, current or pending projects, etc.