Visit Nebraska

Recognizing Outstanding Contributions in Tourism in the State of Nebraska

Seven Nomination Categories: Industry and Henry Fonda Award

2018 TOURISM INDUSTRY AWARD NOMINATION CATEGORIES

Industry Awards

FRIEND OF TOURISM

The Friend of Tourism award is given to a person, business, organization, or media outlet that may not be directly involved in the tourism industry but which has been very supportive of local, regional and/or statewide efforts to promote and develop tourism. Freelance writers, corporations, organizations, newspapers, magazines, radio and television stations, and other businesses are eligible for this award. The nominee must demonstrate creative involvement in promotional efforts and provide leadership and resources to various projects. Describe the nominee's business or association and their efforts to increase tourism revenue in the area. Explain the nominee's contributions to tourism promotion and include examples of their efforts to collaborate with the local tourism industry.

OUTSTANDING EVENT (Two Awards)

Only events that occurred between August 1, 2017 and July 31, 2018 are eligible.

Category 1: Population 9,999 or below

Category 2: Population 10,000 or above

Nominees include events such as festivals, themed events, community celebrations, and holiday programs. The nominated event should show a high level of organization, event production, and community involvement. Provide a brief history of the event, including why it was started and how it has evolved. Factors that can influence selection include attendance growth, innovative marketing and special promotional efforts. Include its effect on the local economy and any changes to the event that have occurred. Be sure to include the community population where the event takes place and provide a summary of volunteerism, press coverage, and annual attendance. New events are eligible in this category.

OUTSTANDING MARKETING CAMPAIGN

This award is given to a community, business, or organization that successfully conducted an advertising campaign or tourism awareness program. This may include a new brand campaign, a social media campaign, a new or updated website, or even a publication. The nominees must show the various avenues used to promote tourism and the success of those projects. Describe how the tourism campaign increased revenue and/or local awareness about the importance and economic impact that tourism has on communities and areas. Be specific on how the nominee conducted its campaign, the targeted audiences, and how those audiences were chosen. Include budget information; samples of projects; and copies of photographs, advertisements, and other documentation about the history of the campaign and its tourism impact on the region. Judged on research, creativity, demographic target and strategy, nominations should have an explanation of how program was implemented and measurement of achievement and results originating from the targeting.

OUTSTANDING TOURISM ATTRACTION

This award is given to Nebraska tourism attractions that have worked toward the continued success and growth of their communities and the state's tourism industries. Attractions that have undergone significant improvements, changes, or additions to increase the number of visitors to the attraction, community, region, and state are encouraged. All Nebraska attractions are eligible for this award, such as museums, zoos, cultural and performance art centers, and historical sites and parks. Describe the attraction's impact on the local, regional, and statewide tourism levels. Describe how the attraction has worked to increase the number of visitors to the community, region, and state. Describe how the attraction has collaborated with other tourism entities in the community, region, and state.

OUTSTANDING AGRITOURISM OR ECOTOURISM ENTITY
This award is given to an outstanding Agritourism and / or Ecotourism entity, such as outfitters, bird and wildlife watching facilities, working farms and ranches, farmers markets, wineries and vineyards, non-profit groups, and nature tourism related businesses that have had a substantial impact on the local, regional, and state's tourism economy. Describe how the entity has influenced the tourism industry, its history, future plans and projects to further better this industry, and the services/activities/events it offers. Include supporting materials, such as letters of support, customer testimonials, marketing materials, and plans and other information to demonstrate the entity's overall economic and tourism impact.

Henry Fonda Award

HENRY FONDA AWARD (One award)
Named after a famous Nebraskan who never forgot his roots, the Henry Fonda Award recognizes an individual who has devoted many years of service to promoting Nebraska on a local, regional and statewide level. This person loves Nebraska and has made it their life's work to support and promote education, tourism and the preservation of Nebraska's precious historical treasures. Please include a brief bio of your nominee and why this person is deserving of this award. Please include greatest achievements, partnerships within projects, and tourism and economic development accomplishments.

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Nomination Guidelines

In your nomination, please provide the requested information on the following pages for each Industry award category. Please provide **three copies** (one original and two copies) of each nomination. Include letters of support and other supporting materials. (Please do not send letters of support and supporting materials separate from your nomination.) **Use no more than two typed pages for each Industry award nomination. Letters of support and other supporting materials do not count toward the two-page maximum.** Nominations must be stapled or binder clipped. Nominations in notebooks or folders will not be accepted.

Please use the same nomination form for each award category. All award nominations must be in the Lincoln office postmarked by Friday, September 7, 2018 for consideration.

Send nominations to: Erin Lenz, Nebraska Tourism Commission, 301 Centennial Mall South, 1st Floor,
PO Box 98907, Lincoln NE 68509

Winners Announcement

Award winners will be announced at the Tourism Industry Awards Banquet on October 17, 2018.



Tourism conference award winners receive recognition in press releases following the event and will have their acceptance photos shared on the Tourism Commissions website and social media channels.

They also receive a **FREE** premium profile on the Tourism Commission's website in 2019 (a $700 value). A premium profile allows for an enhanced photo gallery and the ability to include videos. It also allows the destination to have a longer description than the basic profile.

2018 AWARD NOMINATION FORM

Industry and Henry Fonda Awards

Submit this page with your nomination as your cover page. Check the category below for which you are submitting a nomination. You may submit a nomination in more than one category. **Include a separate cover page (this page) for each nomination.** (Nomination forms without cover pages will not be accepted.) To be included, please do not deviate from nomination guidelines. **Postmark deadline: Friday, September 7, 2018.**

INDUSTRY AWARD

_____ FRIEND OF TOURISM
_____ OUTSTANDING NEW or IMPROVED EVENT (POP. 9,999 and below)
_____ OUTSTANDING NEW or IMPROVED EVENT (POP. 10,000 and above)
_____ OUTSTANDING MARKETING CAMPAIGN
_____ OUTSTANDING TOURISM ATTRACTION
_____ OUTSTANDING AGRITOURISM OR ECOTOURISM ENTITY

Mail to:

Erin Lenz, Nebraska Tourism Commission
301 Centennial Mall South, 1st floor
PO Box 98907
Lincoln, NE 68509

HENRY FONDA AWARD

_____ HENRY FONDA AWARD

Please contact Erin Lenz, 402-471-7755, erin.lenz@nebraska.gov if you have questions. This award nomination form is also located on the Nebraska Tourism Commission's Industry Website: www.visitnebraska.com/industry.

Name of Nominee:		
Contact Name: *(Person completing form)*		
Address:		
City:	**Nebraska**	**ZIP:**
Phone:	**Email:**	
Website (nominee):		
Contact Name Signature:		
Name of person(s) or group who will accept award at the Tourism Awards Banquet:		