

2011 Governor's Awards for Outstanding Colorado Tourism Efforts

Statement of Eligibility

The Governor's Awards for Outstanding Colorado Tourism Efforts are open to all individuals, private businesses and non-profit organizations offering a tourism product or service in Colorado. All entries must promote tourism to or within Colorado.

Deadline

Submissions must be completed and received by 4:00 p.m. on Friday, August 19, 2011 to:

Colorado Tourism Office
Attn: Kelly Barbello
1625 Broadway, Suite 2700
Denver, CO 80202
(303) 892-3848 (fax)
kelly.barbello@state.co.us

Judging Panel and Criteria

The Governor's Tourism Conference Committee will review the entries. Entry review will be based on the information provided on the attached entry forms only. An entry may be disqualified if it is determined that there is not adequate information provided on the entry form. All decisions are final.

Award Categories

1. The Governor's Award for Outstanding Individual Contribution to Colorado Tourism is presented to an individual in recognition of his/her contributions to the promotion and development of the Colorado tourism industry.
2. The Governor's Award for Outstanding Community Tourism Initiative acknowledges an activity, event, or project undertaken by a community or region to promote tourism in Colorado.
3. The Governor's Awards for Outstanding Marketing Program presented to a Colorado organization for either a single targeted promotion or a full campaign to recognize organizations for their creativity and excellence in promoting tourism.

Entry Guidelines

- A completed entry form.
- Only one (1) entry will be considered for any one organization or individual per category.
- Please do not send any materials. Only completed entry forms will be accepted for review. If any materials are sent, they will not be returned.
- Entries not prepared according to guidelines may be disqualified.

For more information, contact Kelly Barbello at 303-892-3887.

Review Criteria:

Outstanding Individual Contribution

- Major and lasting contribution
- Dedication to Colorado Tourism
- Leadership, vision and inspiration
- Creative and innovative approaches
- Sensitivity to his/her community/region

Outstanding Community Tourism Initiative

- Well received by market constituents
- Utilizes coalitions and/or partnerships
- Demonstrates creativity and innovation
- Contributes to tourism and economy in community/region/state

Outstanding Marketing Project or Program

- Clear, effective, focused and innovative
- Measurable contributions to Colorado tourism in terms of the local and regional economy
- Utilization of creative elements in the form of media, public relations, special promotions and/or direct marketing