

Upper Midwest Convention and Visitors Bureau Conference
2018 Bruce Riley McDaniel Award

The CVB Industry lost one of their leaders with the untimely passing of Bruce McDaniel, one of the founders of the Upper Midwest CVB Conference. In his honor and memory, the Conference awards the annual "McDaniel Bureau Innovation Award" to tourism industry professionals that achieve and exemplify greatness.

Nominations must be received by **July 16, 2018**. All Bureau and CVB professionals in the UMCVB multi-state region are eligible. Applicants must submit a narrative, not to exceed three pages to support your nomination. Samples of materials (i.e. brochures, flyers, newspaper clippings) may be attached. All nominations will be reviewed by the Upper Midwest CVB Conference Advisory Council. The Advisory Council reserves the right to present some or all awards based on their evaluation of the nominations. The decision of the Council will be final. The awards will be presented during the conference. Please include this form as a cover for your supporting documents.

Bureau Innovation

The judges want to know how your CVB project or event idea was conceived, implemented and received by the target audience. You may include any information that you deem pertinent. Why do you feel it was innovative? Did you partner with other agencies or businesses? Was this a one-year or multi-year program? Will it be sustained? If it will be sustained, who is responsible for that task? What was your CVB investment of time and resources? How did you judge the success of the project? Explain the type of impact (financial gain, community pride, historical significance, other) that this project, idea or event had on the CVB and the target audience.

The judges will be choosing 5-7 nominees to present their innovative idea/campaign to the attendees at the 2018 UMCVB Fall Conference. Each bureau that is chosen to present will get 5 minutes to show video clips, pictures, etc and give a brief presentation. There will be a live vote from the audience to determine the winner of the awards this year. Following the presentations and live vote, each bureau will have the opportunity to display their innovative ideas and meet with other attendees during the dessert break to further promote their CVBs innovation.

Awards are based on budget categories. Some bureaus receive money from multiple sources and the budgeting guidelines are intended to include all sources that support your tourism bureau. We are using the "honor system" so we will not be requesting disclosure of your financial information to determine your category.

- Annual budget of \$350,000 or less**
- Annual budget of over \$350,000**

Nominee: _____ **Bureau:** _____

Nominator: _____ **Bureau:** _____

Phone: _____ **Email:** _____

Submit nominations by August 1st to:

UMCVB, c/o Training Resources, 501 SW 7th Street, Suite G, Des Moines, Iowa 50309
Phone: 515.309.3315 Fax: 515.309.3317 Email: erin@trainingresources.org