

2018 Bruce Riley McDaniel Award Bureau Innovation



Has your Bureau done something worth bragging about?

Dear Bureau Member:

You are receiving this application from the directors of the Upper Midwest Convention and Visitors Bureau (UMCVB) Fall Conference. This year's conference is being held in Lake Geneva, WI from Sunday, September 9 to Tuesday, September 11, 2018. We hope that you will be able to join us there for great educational, motivational and networking opportunities.

The Upper Midwest CVB Conference originated with an idea by Bruce McDaniel, then President of the Quad Cities CVB. Bruce was active in the industry's international association, IACVB (now DI) as well as with state tourism. He was a strong supporter of education and also realized that the Midwest was full of smaller convention & visitor's bureaus that might have difficulty affording national-level education but still needed continued learning about our unique niche in the tourism industry.

During the fall of 1996, he contacted Bill Geist, a friend and industry consultant who had previous experience in managing CVBs, to propose the idea of an annual educational event for Destination Marketing Organizations (DMOs) in the north central region. Bruce felt that because Bill was also involved in some conference and association management, he might be a good candidate to help bring the idea to fruition.

From there, the UMCVB Fall Conference was born and included the states of Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin. The first conference was held in Dubuque, Iowa in September of 1997 and was deemed a great success by the attendees who encouraged the committee to make it an annual event.

The conference suffered an early setback a few months later, in January, when Bruce McDaniel passed away unexpectedly. Bruce had been the real founder and guiding light of the event so there was some question about continuing. The group ultimately decided that it was in the best interest of fellow DMOs to keep and grow the young conference. At Bill's suggestion, they also created an annual award in Bruce's name to recognize his valuable contribution to industry education.

This year, the Upper Midwest CVB Conference will celebrate its 21st anniversary. We invite you to review the attached award categories for Bureau Innovation and nominate candidate(s) for this prestigious industry award. The applications are due by **July 16, 2018** and will be awarded during the conference. Please contact Erin Bowers, UMCVB Event Coordinator, at erin@umcvb.com if you have any questions.

Sincerely,

The UMCVB Board



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 July 16th to:
UMCVB Fall Conference, 1501 Central Parkway, Suite E, Eagan, MN 55121
Phone: 956.605.2784 Email: erin@umcvb.com