

## McDaniel Bureau Innovation Award



*Has your bureau done something worth bragging about?*

In honor and memory of Bruce Riley McDaniel, one of the founders of the UMCVB Conference, the Bureau Innovation Award is presented to a bureau that presents the most innovative idea/campaign. This award is voted on by your peers at the conference.

### Instructions for Nomination

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.

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 2019 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. Following the presentations, there will be a live vote from the audience to determine the winner of this award.

Send in the following nomination form and your narrative to [erin@umcvb.com](mailto:erin@umcvb.com) by **June 8, 2019** 6pm CST.



**Bureau:** \_\_\_\_\_

**Campaign/  
Event Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Bureau Annual Budget** (please check one):

\$350,000 or less

over \$350,000