



# 19<sup>th</sup> Annual Manitoba Tourism Awards

## MANITOBA LIQUOR & LOTTERIES IMPACT EVENT OF THE YEAR (BUDGET OVER \$5,000)

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The Manitoba Liquor & Lotteries IMPACT Award for Event of the Year recognizes a hallmark festival or event that creates substantial economic impact within the local community, attracts visitors from outside the province/country, generates regional and national media attention, and positively promotes Manitoba.

For the purpose of these awards, any event that falls into one of the following categories will be considered: arts, cultural, culinary, musical and sport (national or provincial).

The recipient of the award will be an event that:

- Increases visitation to the community/region/province;
- Demonstrates the ability to successfully satisfy visitor expectations;
- Generates/stimulates tourism and economic activity in the community/region/province;
- Operates with a budget of \$5000 and over.

1. Describe the event, its goals and its successes achieved to date. (*e.g. increase in attendance, media coverage; visitor satisfaction; financial success, etc.*) (20 Points – 350 words max)

2. Describe how the nominee is committed to growth, innovation and product development (*e.g. how the nominee has improved the quality of the event, undertaken facility upgrades or programming changes, etc.*) (20 Points – 350 words/2200 characters max)



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3. What is the event's target market and how did the nominee promote the event to the target market?  
(20 Points – 350 words/2200 characters max)

4. What is the level of community impact and support? *(e.g. how the nominee promotes community involvement and/or volunteerism; the nominee's commitment to corporate social responsibility; the nominee's level of corporate sponsorship, the social/cultural impact the nominee has had on Manitoba or the host community, etc.)*  
(20 Points – 350 words/2200 characters max)



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5. Describe how the event stimulated the local economy. Where possible, please provide quantitative results. *(e.g. quantified visitation increase; number of room nights generated; direct contribution to local business, etc.)*  
(20 Points – 350 words/2200 characters max)



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NOMINATION FORM

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Nominee *(please identify the individual, business, or organization being)*

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Contact Name *(if not an individual)*

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Address

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City

Province

Postal Code

Phone

Email

**Nomination submitted by:**

Same as above *(self-nomination)*

Name

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Company *(if applicable)*

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Address

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City

Province

Postal Code

Phone

Email

**Yes, the nominee is aware of and accepts this nomination**

**Send completed nomination form, 2 photos and logo (if applicable) to [awards@travelmanitoba.com](mailto:awards@travelmanitoba.com) before noon (CST), Thursday, June 15, 2017.**

If you have any questions regarding the Manitoba Tourism Awards please email Samantha Bason at [sbason@travelmanitoba.com](mailto:sbason@travelmanitoba.com), or call 1-800-665-0040.