



19th Annual Manitoba Tourism Awards

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

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 or less.

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/2200 characters max)



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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)

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)



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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)

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

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

Contact Name *(if not an individual)*

Address

City

Province

Postal Code

Phone

Email

Nomination submitted by:

Same as above *(self-nomination)*

Name

Company *(if applicable)*

Address

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 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, or call 1-800-665-0040.