

2009 Governor's Awards for Outstanding Colorado Tourism Efforts

Statement of Eligibility

The Governor's Awards for Outstanding Colorado Tourism Efforts are open to all individuals, private businesses and non-profit organizations offering a tourism product or service in Colorado. All entries must promote tourism to or within Colorado.

Deadline

Submissions must be completed and received by 4:00 p.m. on Wednesday, August 12, 2009. No entries will be accepted after the deadline. Send entries to:

Colorado Tourism Office
Attn: Kristin Berryman
1625 Broadway, Suite 2700
Denver, CO 80202
(303) 892-3848 (fax)
k.berryman@state.co.us

Judging Panel and Criteria

The Governor's Tourism Conference will review all entries. The judges will review the information provided on the attached entry forms only. They will use a predetermined criteria and a point system to evaluate each entry. An entry may be disqualified if it is determined that there is not adequate information provided on the entry form. All decisions are final.

Award Categories

1. The Governor's Award for Outstanding Individual Contribution to Colorado Tourism is presented to an individual in recognition of his/her contributions to the promotion and development of the Colorado tourism industry.
2. The Governor's Award for Outstanding Community Tourism Initiative acknowledges an activity, event, or project undertaken by a community or region to promote tourism in Colorado.
3. The Governor's Award for Outstanding Tourism Volunteer acknowledges an individual who has received no payment or remuneration for his/her services and dedication to the promotion of tourism in Colorado.

Entry Guidelines

- A completed entry form.
- Only one entry will be considered for any one organization or individual per category.
- Please do not send any materials. Only completed entry forms will be accepted for review. If any materials are sent, they will not be returned.
- Entries not prepared according to guidelines may be disqualified.

For more information, contact Kristin Berryman at 303-892-3885.

Criteria Judged

Outstanding Individual Contribution

- Major and lasting contribution
- Dedication to Colorado Tourism
- Leadership, vision and inspiration
- Creative and innovative approaches
- Sensitivity to his/her community/region

Outstanding Community Tourism Initiative

- Well received by market constituents
- Utilization of coalitions and/or partnerships
- Creativity and innovation
- Tourism and economic contribution in community/region/state

Outstanding Tourism Volunteer Award

- Significant contributions to Colorado tourism
- Individual dedication
- Impact of individual's efforts on Colorado tourism