

2016 Awards

Keystone Society for Tourism

Celebrating Pennsylvania's Visionaries in Destination Management and Community Economic Development

Call for Nominations

The Pennsylvania Association of Travel and Tourism* and the Pennsylvania Tourism Office are now seeking nominations for the Keystone Society for Tourism. The Keystone Society for Tourism was established to honor those who have made outstanding contributions to tourism in Pennsylvania.

The success of the tourism industry is grounded in the excellence of community developers and fueled by the outstanding commitment of a diverse group of travel, lodging, hospitality, and sales and marketing professionals. In addition, the connections between tourism development and community revitalization support the process of turning the entrepreneurial spirit of the tourism economy into projects through coordination with policy and planning at the local, county, and regional level.

To excel as a tourism organization, destination, or event requires a new and focused appreciation for leadership, innovation, entrepreneurial abilities, spirit, creativity, and innovation.

Now more than ever, we should raise up our leadership and endorse their efforts and investments. This is the highest honor our state can confer on tourism leaders and destinations in Pennsylvania. Inductees to the Keystone Society for Tourism represent a perpetuating roster of catalytic agents who will continue to influence the industry and ensure that the commonwealth maintains its status as a premier destination and a model for community and economic development. We will present each recipient with an attractive keystone medallion on a ribbon of the state's emblematic colors of blue and gold indicating the year and category of their induction.

** As a committee of PATT, the Keystone Society for Tourism Awards Committee is chaired by James Morrison, Getaways on Display. Members include: Jack Cohen, Butler County Visitors Bureau; Rose Mape, PA Association of Bed & Breakfast Inns; Katie Donald, Groundhog Club; Matt Price, Huntingdon County Visitors Bureau; and Michael Chapaloney, PA Tourism Office.*

Categories for Nomination

- > **Leadership** – individuals who are current and vital catalysts for tourism development whose career exemplifies inspiration, ceaseless innovation, entrepreneurial vision, and remarkable enterprise.
- > **Innovation** – individuals or partnerships that have moved constituents, collaborators, and stakeholders to new achievements by balancing vision with strategic planning.
- > **Inspiration** – individuals who are an advocate for the industry and an agent of change as well as those who inspire and lead their communities to new achievement.
- > **Destination of the Year** – a Pennsylvania community, county, or multi-county region that exemplifies high levels of community hospitality, cohesive destination branding, and coordination between community partners to deliver on the brand promise.
- > **Event of the Year** – a Pennsylvania community or organization that hosts an event that contributes to the local economy. Examples could be the celebration of a community, business, or historical event anniversary; a high-profile sporting event; etc.

How to Nominate a Candidate

Nominations may be submitted from a diverse range of partners including, but not limited to, destination managers, tourism and hospitality professionals, hospitality industry educators, community and economic development leaders, sole proprietors, Main Street, Elm Street or Heritage Area managers, chamber of commerce leaders, mayors, city council members, county commissioners, and other elected officials.

Each nominator must submit the nomination form, required documents, and attachments to:

PA Association of Bed & Breakfast Inns (PABBI)
ATTN: Rose Mape
310 Erford Road
Camp Hill, PA 17011

The nomination form can be found at: www.patrandtourism.org

For additional information, contact Rose Mape at pabbi@painns.com or by calling 717.525.7799.

**All submissions must be received by close of business
March 1, 2016.**

Selection Process

Nominees are judged on their commitment to tourism through their participation in diverse activities that stimulate brand awareness of Pennsylvania. Therefore, the completeness of each response assists in the final ranking process.

All nominations will be reviewed by a diverse committee of tourism professionals. Recommendations will be forwarded to the PA Association of Travel and Tourism Board of Directors for final approval and endorsement of selected award recipients.

The 2016 keystone laureates will be announced by March 31, 2016. An awards event and installation will take place at the Pennsylvania Tourism Summit on May 16, 2016.

Disclaimer: By entering the Keystone Society for Tourism Awards, you authorize the use and/or reproduction of images and description provided in relation to any editorial/advertising purposes initiated in conjunction with this awards program. Your contact details may also be supplied to agencies engaged on behalf of award organizers/committees for promotional purposes. Under no circumstances will judges be held responsible for any comment, viewpoint, or expression—whether expressed or implied—concerning the standard or quality of an entrant's submission. Submission of a nomination does not guarantee selection for an award. Multiple awards may be given within each category based on quality of nominations.

Keystone Society for Tourism 2016 Nomination Form

PART ONE

Name of Nominee(s): *(You may nominate an individual, organization, or partnership.)*

Organizational and community affiliation:

Category for which you are nominating this candidate:

(Check only one. Please choose the most appropriate category for your nomination.)

Leadership

Destination of the Year

Innovation

Event of the Year

Inspiration

PART TWO: Leadership, Innovation & Inspiration Categories

Questions to be answered for nominations in the Leadership, Inspiration, and Innovation categories.

1. How does the candidate exemplify the concept of the category that you have selected?

2. Describe specifically the qualities that set the standards for the entire industry to achieve.

3. Describe specifically how this candidate provides outstanding and unusual service to guests, collaborators, constituents, and communities served.

4. Describe how your candidate interacts in the industry beyond the single business, organization, or community served.

5. Give two anecdotal examples of collaborations in tourism development or regional marketing collaborations that support this synopsis and evaluation of impact of nominee(s).

PART FOUR: Event of the Year Category

Questions to be answered for Event of the Year nominations.

Official Name of Event: _____

Website: _____

Annual Event: Yes No

2016 Date: _____

- 1. Provide a brief overview on the history of the event and explain your reason for the chosen time of year. Include activities and amenities specific to your event.**
- 2. Detail the number and origin of visitors attracted and what methods were used to determine this data.**
- 3. Demonstrate the economic benefit of your event and the methods used to determine this data. Include figures to substantiate what your event contributes to the local area.**
- 4. How does your event enhance the profile and appeal of your destination? Include how your event involves your local community.**
- 5. What sets your event apart from others? What are the key features of your event?**
- 6. Who are your target markets? What innovative marketing and communications strategies did you use? What have you done differently to attract your customers?**
- 7. What plans do you have in place to ensure the future sustainability of the event? Provide details of, for example, sponsorship programs, funding, and commercial business models that will ensure your event continues in the future.**

PART FIVE

All Nominations MUST Include:

- 50-75 words demonstrating why this individual, partnership, organization, or entity should be awarded this honor. Include achievements and impact the nominee has had on community and/or industry segment served.
- A brief bio or history of the individual or organization nominated.
- A quote from the nominator regarding why you propose this nomination for inclusion into the Keystone Society. *(This quote may be used in public relations and/or print materials to promote the 2016 awards event and/or the candidates selected.)*

Contact Information: Candidate, partnership, organization, or entity proposed.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Cell: _____ Email: _____

Contact Information: Nominator

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Cell: _____ Email: _____

PART SIX

Please submit photos of the candidate in 300dpi that reflect the achievement of this nomination. If selected, photos will be used as part of the awards ceremony. (The following image formats are accepted: JPEG, PNG, or TIFF.)