



# 2020 Hero of Tourism Award Nomination

## Important Dates

- January 27, 2020 – Nomination forms and guidelines are released
- March 2, 2020 – Deadline to return nomination forms
- May 6, 2020 – Excellence in Tourism Award Luncheon

Travel and tourism is an important sector in the economic vitality of Lincoln County. Each year our visitors spend more than \$100 million, generate nearly \$9 million in state and local taxes and support more than 1,400 jobs with a payroll of just under \$25 million. What keeps these visitors coming to Lincoln County is more than our attractions, events, lodging and restaurants. What makes North Platte and Lincoln County memorable is our people – the people within our tourism businesses who make our visitors feel welcome and deliver excellent customer service.

Excellent customer service delivered from every individual and entity is integral to the continued growth in tourism in Lincoln County. It is said that a visitors' experience in any destination is only as good as their interaction with the frontline employees they encounter. If our visitors have positive experiences with the people they encounter at our attractions, events, retail establishments, hotels and restaurants, they will see North Platte and Lincoln County as a warm and welcoming place and they will be predisposed to enjoy their time in our community – and to recommend a visit to their friends.

The North Platte / Lincoln County Visitors Bureau Excellence in Tourism Awards are geared towards promoting performance excellence within our tourism industry. These awards will recognize individuals and organizations which have demonstrated best practices and offer excellent customer service to our visitors. The awards will be announced during National Travel and Tourism Week at the Excellence in Tourism luncheon scheduled for May 6, 2020 at the Prairie Arts Center. **All nominators and nominees are strongly encouraged to make plans to attend the luncheon. The cost is \$15 per person, or \$120 for a corporate table of 8. Please RSVP to Amanda Connick, [aconnick@VisitNorthPlatte.com](mailto:aconnick@VisitNorthPlatte.com).**

Awards will be presented in the following seven categories: Excellent Service within a Hotel, Restaurant, Retail Outlet, Event and Attraction; Volunteer of the Year; and Hero of Tourism. Please use the following nomination form to nominate an individual for an Excellence in Tourism – Hero of Tourism Award.

# North Platte / Lincoln County Visitors Bureau

Recognizing Excellence in Tourism in Lincoln County

## 2020 Hero of Tourism

### Hero of Tourism

This award, which may not always be presented, is for an individual, group, business or organization that has made a significant contribution to the tourism industry in Lincoln County. It could be someone who has represented Lincoln County in a voluntary role, a visionary who has effected major change, a business or organization that supports the industry in some way or perhaps an individual, business or organization that has made a significant impact on the growth of tourism in Lincoln County. A Hero may be active in promotion, preservation, development, growing or sustaining an event, attraction, historic property or area, recreation, or arts and culture. They might be a community champion who works hard to celebrate the positive aspects of Lincoln County.

The criteria for this award goes above and beyond business as usual, best business practices and great customer service. The efforts of the nominee will have a long lasting impact on tourism and economic activity in Lincoln County and be shining examples of what can be accomplished by dedication and determination.

### NOMINATION INSTRUCTIONS

Each nomination must be accompanied by the completed cover page.

On a separate sheet, please answer the questions (500 minimum, 750 maximum words):

- “What makes this nominee a Hero of Tourism?”
  - Include elements such as:
    - Nominee’s history in the community
    - List of accomplishments
    - Obstacles they’ve overcome
    - Willingness to collaborate
- “How have the nominee’s efforts made a difference in Lincoln County?”

You can make multiple nominations. Each nomination must be completed separately. Nominators can be from within or outside of the business or organization the nominee is associated with. Self nominations are accepted. Visitors Bureau staff and sitting Advisory Committee members may not be nominated nor make nominations. Visitors Bureau volunteers may be nominated.

It is recommended that you provide up to three letters of support for your nomination. Support letters must be included with your nomination. Please do not send letters of support separate from your nomination.

Nominations must be returned to the Visitors Bureau by 5:00pm on March 2, 2020. They can be emailed or dropped off at 101 Halligan Drive, North Platte NE 69101. If mailing your nomination, please allow plenty of time for the nomination to arrive at the Visitors Bureau by March 2. Late nominations will not be accepted. Email nominations to [mclark@VisitNorthPlatte.com](mailto:mclark@VisitNorthPlatte.com) or [lburke@VisitNorthPlatte.com](mailto:lburke@VisitNorthPlatte.com).



**Excellence in Tourism  
Hero of Tourism  
Nomination Form**

**NOMINATOR INFORMATION**

Name \_\_\_\_\_

Business \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**NOMINEE INFORMATION**

Name \_\_\_\_\_

Title \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please complete this cover page to accompany your nomination