



## ANNOUNCING

### ***The 2025 Governor's Awards for Innovative Tourism Collaboration***

#### Background

The Tourism Industry Coalition of Michigan is inviting nominations for the 2025 “***Governor's Awards for Innovative Tourism Collaboration***”. The awards recognize organizations and programs that demonstrate innovative collaborative alliances. The awards will be presented at the Pure Michigan Governor's Conference on Tourism Conference April 15-17, 2025 at Suburban Collection Showplace in Novi.

#### **Award Categories**

The awards will be presented to nominated and selected organizations in each of the following four categories.

##### **Tourism Marketing / Promotion**

Awarded to two or more organizations that have worked together to create an innovative marketing initiative designed to mutually benefit the partners, serve the community and bring positive attention to the Michigan travel industry. These partnerships may be comprised of travel industry members such as CVBs, attractions and destinations or non-traditional partners such as retailers, governmental entities and other non-travel related industries.

#### **Eligibility:**

Nominees may be non-profit or for-profit, private sector or public sector organizations or agencies. All tourism sectors are eligible for this award, including hybrid or blended sector collaborations. At least one of the collaborators/partners must be based in Michigan. Entities which have been nominated previously and new or on-going collaborators are eligible for consideration.

**Nominating Criteria:**

Nominations must demonstrate that the nominees...

- Were able to achieve something of significance through collaboration that they could not have achieved on their own.
- Had addressed a tourism marketing or promotion challenge or opportunity in a new and innovative way.
- Learned something new, significant and useful from the collaboration and has, or will, share that acquired knowledge with a wider tourism industry audience.
- Have “succeeded” via the collaboration when judged against a “success metric” that is described in the nomination.

**Tourism Education / Training**

Awarded to a collaborative for its efforts to educate or offer training to the tourism industry to elevate levels of customer service/hospitality, achieve economic success, or encourage non-traditional training partnerships or opportunities.

**Eligibility:**

Nominees may be non-profit or for-profit, private sector or public sector organizations or agencies that are part of an innovative tourism education or training partnership. All tourism sectors are eligible for this award, including hybrid or blended sector collaborations. At least one of the collaborators/partners must be based in Michigan. Entities which have been nominated previously and new or on-going collaborators are eligible for consideration.

**Nominating Criteria:**

Nominations must demonstrate that the nominees...

- Were able to achieve one or more specific tourism or hospitality educational or training objectives solely or principally because of the collaboration.
- Had addressed an education or training opportunity or challenge in a new and innovative way.
- Learned something new, significant and useful from the collaboration and has, or will, share that acquired knowledge with a wider tourism industry audience.

- Have “succeeded” via the collaboration when judged against a “success metric” that is self-identified and described in the nomination.

### **Tourism Experience Presentation**

Awarded to a collaborative in recognition of its success in developing and/or presenting an innovative, memorable and highly valued tourism experience.

#### **Eligibility:**

Nominees must be non-profit or for-profit, private sector or public sector organizations, or agencies that have partnered to develop or present an innovative Michigan tourism experience. All tourism sectors are eligible for this award, including hybrid or blended sector collaborations. At least one of the collaborators/partners must be based in Michigan. Entities which have been nominated previously and new or on-going collaborators are eligible for consideration.

#### **Nominating Criteria:**

Nominations must demonstrate that the nominees...

- Have made a significant contribution to the inventory of compelling Michigan tourism experiences.
- Have created either a whole new Michigan tourism experience, or presented an existing tourism experience in a new, innovative and compelling way, thereby adding to the uniqueness of Michigan’s tourism product.
- Learned something new, significant and useful from the collaboration and have, or will, share that acquired knowledge with a wider tourism industry audience.
- Have “succeeded” via the collaboration when judged against a “success metric” that is self-identified and described in the nomination.

## **Non-Traditional Tourism Partnerships / Collaborations**

Awarded to an innovative collaborative of organizations that have not typically or traditionally worked together, but through the collaboration has contributed in some significant and measurable way to Michigan's tourism industry.

### **Eligibility:**

Nominees must be non-profit or for-profit, private sector or public sector organizations or agencies that have not traditionally partnered or collaborated to advance a Michigan tourism interest. At least one of the collaborators/partners must be based in Michigan. Entities which have been nominated previously and new or on-going collaborators are eligible for consideration.

### **Nominating Criteria:**

Nominations must demonstrate that the nominees...

- Were able to look beyond "the likely suspects" in forming an innovative tourism related collaboration or partnership.
- Have helped expand an understanding of who can (and should) be a part of Michigan's tourism industry.
- Learned something new, significant and useful from the collaboration and have, or will, share that acquired knowledge with a wider tourism industry audience.
- Have "succeeded" via the collaboration when judged against a "success metric" that is self-identified and described in the nomination.

# NOMINATION FORM

## Nominator's Information

Your Name: \_\_\_\_\_

Your Organization: \_\_\_\_\_

Your Work Phone: \_\_\_\_\_

Your Email Address: \_\_\_\_\_

## Nominees' Information

### Principal Organizations Involved in the Collaboration/Partnership

(1) Organization's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

(2) Organization's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

(3) Organization's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

(If more than three organizations were principally involved in the collaboration/partnership, please list them on an additional sheet)

## Award Category for Your Nomination

You may nominate organizations for award consideration in more than one award category. Please check all of the relevant categories (below) under which you wish your nomination to be considered.

\_\_\_ Marketing / Promotion

\_\_\_ Education / Training

\_\_\_ Experience Development / Presentation

\_\_\_ Non-Traditional Partnerships

**ALL NOMINATIONS MUST BE RECEIVED BY  
4:00 PM, EST, FRIDAY, MARCH 7, 2025**

## SUBMITTING YOUR NOMINATION

Nomination packages should include the following:

- A **completed nomination form** and an **accompanying narrative** of 2-4 pages in length that demonstrate the innovative nature of the collaboration/partnership, the success of the collaboration, and the value of that collaboration/partnership to Michigan's tourism industry.
- At least two, but no more than four **letters of support** for the nomination from persons other than the nominator. The letters of support should not exceed one page in length and must be signed by the author.
- **(Optional)** No more than five items of **additional support materials**, such as newspaper articles, press releases, photos with captions, internal or external evaluation documents, etc., that support the nomination.

**Your completed nomination package should be submitted in a complete package as a PDF file. Files should be emailed to: Julie Pingston at Choose Lansing at [jpingson@lansing.org](mailto:jpingson@lansing.org).**

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### Suggestions for your Nomination Narrative

- Be succinct and persuasive.
- Provide specific and concrete examples to support your case for the nominees.

- Describe how the nominees meet the nominating criteria as presented in the nomination form.
- Build a compelling case for the innovative nature of the collaboration/partnership.
- Explain the “success” of the collaboration via a self-identified and described success metric.
- Explain the impact of the collaboration/partnership on the nominees and the tourism industry.

Questions regarding nominations for the awards should be directed to Julie Pingston, Committee Chair, 517-377-1412 or [jjpingston@lansing.org](mailto:jjpingston@lansing.org)