



# 2022 Nomination Information

## Part I. Guidelines & Instructions

### Purpose

The annual Tourism & Recreation All Star Awards is designed to honor those entities in the tourism and recreation business sector who excel each and every day in making Shelby County a more attractive destination for tourists and visitors.

The Awards Luncheon, scheduled for October 6, will be a special time to recognize the “best of the best” for their daily contributions to Shelby County tourism and recreation. What’s more, the recognition of your organization will distinguish the nominees as a leader in the tourism and recreation business sector. Your participation in the nomination process ensures that we are truly honoring the most deserving in this industry.

Nominations are open to the public. The nominee, or the person submitting the nomination, does not have to be a participating organization with Calera Main Street, Chelsea Business Alliance, Columbiana Main Street, Montevallo Chamber of Commerce, Montevallo Main Street or The Shelby County Chamber. Nominees will be judged on both the quality and quantity of materials used to substantiate the award nomination.

### Eligibility

Self-nominations are accepted. In order to qualify, the nominated organization should be engaged in tourism or recreation, and meets ***any one*** of the following:

- A) operates in Shelby County,
- B) has a Shelby County business license
- C) is a participating organization with any of the following: Calera Main Street, Chelsea Business Alliance, Columbiana Main Street, Montevallo Chamber of Commerce, Montevallo Main Street or The Shelby County Chamber.

### Categories To Be Recognized in 2022

“Lodging” Category

“Restaurant” Category

“Attractions/Recreation” Category

“Event/Festival” Category

“Rising Star” Category (**open one year or less as of the deadline for submission: September 9, 2022**)

There will be three organizations recognized in the “Lodging”, “Restaurant” and “Attractions/Recreation”. In the “Event/Festival” there will be one nominee. In the “Rising Star” Category there will be only one nominee from all three categories. What’s more, this is not an “annual” award like the other three and is only recognized when the Panel of Judges determines an organization has truly distinguished itself in its “first year.”

### Evaluation Criteria

Organizations will be evaluated based on the criteria listed below:

- **Social media engagement:** types of platforms being used, number of followers, external output and reactions from the general public to their post, use of #DiscoverShelbyAL. (Maximum 25 Points);
- **Community engagement:** how is the organization “impacting” Shelby County and/or our communities (Maximum 25 Points);
- **Information packet:** customer service ratings, efforts to attract tourist & visitors to Shelby County and our communities (Maximum 45 Points);

- **Participation/investment in Calera Main Street, Chelsea business alliance, Columbiana Mainstreet., Montevallo Chamber Of Commerce, Montevallo Main Street or The Shelby County Chamber** (Maximum 5 Points)

### **Nomination Materials**

Organizations wishing to be included must submit the attached form and are encouraged to provide additional documentation on their successes in the above criteria. Materials may be submitted electronically or in person. All documents submitted become the property of The Shelby County Chamber and will not be returned. Please provide a file of your company's logo to Julie Gardner via email at [julie@shelbychamber.org](mailto:julie@shelbychamber.org) when you turn in your packet.

### **Recognition**

To provide you and your business additional exposure, all nominees who provide completed nomination forms, will be recognized in the following manner:

- Your logo and a special Shelby County Tourism & Recreation All-Star tab/insert featured in the October edition of the Shelby County reporter;
- In a media advisory/press release provided in the area media;
- At the Shelby County Tourism & Recreation All Star Awards' Community Luncheon on Thursday, October 6, 2022 in Columbiana.
- Photographs of the Shelby County Tourism & Recreation All-Star Award Recipients will be featured in *Shelby Living* magazine (monthly readership of 24,800+).

### **Deadline**

The completed Nomination Packet must be received (to allow for judging) no later than 5:00PM on September 9<sup>th</sup>, 2022.

VIA E-mail: [julie@shelbychamber.org](mailto:julie@shelbychamber.org)

VIA US mail: The Shelby Chamber of Commerce  
ATTN: Shelby County Tourism & Recreation All Star Awards  
1301 County Services Drive  
Pelham, AL 35124

## Part II. 2021 Nomination Information Form

(Please fill out and include with any other additional materials you wish to submit.)

### **Categories (Mark the Box of ONE Category for Your Submission)**

- |                                                                                                         |                                                                   |
|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> <b>Lodging Category</b>                                                        | <input type="checkbox"/> <b>Recreation / Attractions Category</b> |
| <input type="checkbox"/> <b>Restaurant Category</b>                                                     | <input type="checkbox"/> <b>Event / Festival</b>                  |
| <input type="checkbox"/> <b>Rising Star Category (Open One Year, Or Less, as of September 10, 2021)</b> |                                                                   |

### **A. Nominee Information (Please Print)**

Organization's Name \_\_\_\_\_

Organization Representative (Main Contact for this Awards' program) \_\_\_\_\_

Lead Organization Representative Title (Owner, General Manager, etc.) \_\_\_\_\_

Organization's Address \_\_\_\_\_

E-mail Address (This address will be used to communicate with your organization on the Awards' Program) \_\_\_\_\_

Organization's Phone # \_\_\_\_\_

### **B. Organization Information (Please Print)**

Business Description: \_\_\_\_\_

Year Business Began \_\_\_\_\_

### **C. Evaluation Material**

As part of your submission, please provide examples of the following:

- your organization's social media engagement in relation to the platforms being used, number of followers, outputs, number of times using #DiscoverShelbyAL
- how your organization is positively "impacting" Shelby County and/ or our communities
- customer service ratings, other recognition, how your organization is attracting tourists & visitors to Shelby County

Please feel free to include any additional information regarding the organization's accomplishments and why it should be designated a "Shelby County Tourism & Recreation All Star".

### **D. Certification Information (Check all the boxes below that apply)**

- ☐ Our organization is a current participant in Calera Main Street, Chelsea Business Alliance, Columbiana Main Street, Montevallo Chamber of Commerce, Montevallo Main Street or The Shelby County Chamber.
- ☐ Our organizations is not a current participant / investor in any of the host organizations.
- ☐ Our organization has been operating continuously for 1 year or more.
- ☐ Our organization has been operating for 1 year or less (*Rising Start Category*).
- ☐ I reviewed the "Eligibility" Statement (Part I: Guidelines & Instructions, Eligibility) and agree that our organization meets the qualifications (*All Categories*).
- ☐ I completed the Nomination Packet (Part I: Guidelines & Instructions), Nomination Packet and have provided a file of my company's logo.

I certify that these statements and the information provided are correct.

\_\_\_\_\_  
Organization Representative's Signature & Title

\_\_\_\_\_  
Date